My Voice – A Heritage for All Job Description

Marketing & Content Officer

Title : Marketing & Content Officer, My Voice - A Heritage for All
Place of Work : The Fed Manchester
Dept : My Voice - A Heritage for All
Responsible To : Deputy Manager, My Voice - A Heritage for All
FTE Salary : £33,509
Hours Per Week : 18 hrs p/wk - 16 month fixed term contract

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Project Summary

The Fed's My Voice - a Heritage for All, a major National Lottery Heritage Fund-supported project is focused on preserving and sharing the My Voice Collection: the UK's only heritage project using social care-led methods to document Holocaust Survivors' complete life stories.

The project will safeguard and expand this nationally significant Collection while transforming public access, learning and engagement through exhibitions, educational resources, digital platforms, volunteering and community participation. Additionally, the project will document its unique methodology for capturing trauma informed heritage. The project places Survivor voices and ethical storytelling at its heart, ensuring the Collection will be a vital educational resource in a post-Survivor landscape.

This role sits within the Development Phase of the My Voice - A Heritage for All project, focusing on delivering and learning from a series of pilot activities. The intention is to use this phase to inform and strengthen a subsequent Delivery Phase, subject to securing further funding from the National Lottery Heritage Fund.

Job Purpose

To support the delivery of the design and production of high quality accessible, visual and digital materials for the My Voice – A Heritage for All project whilst ensuring that the My Voice brand is shared clearly and consistently across print, digital, social media and exhibition formats

Commitment To Our Values

To work with both service users and colleagues, in a way which is in line with the values of the organisation, namely which:

- Supports people's right to privacy
- Respects people's dignity
- Recognises people's human rights
- Permits zero tolerance of all forms of abuse
- Enables people to maintain the maximum possible level of independence, choice and control
- Treats all people as individuals
- Supports people to freely express their needs and wants
- Demonstrates respect and integrity in all our work with people

Main Duties & Responsibilities

- Help to plan and deliver marketing and communications activity, working closely with the Deputy Manager
- Write and design clear, engaging and accessible content for a range of audiences, including social media, email campaigns, web content, printed materials and reports, testing different formats and approaches to inform future activity
- Coordinate pilot campaigns and key project milestones, including managing content calendars and schedules, to support testing and development of future delivery plans
- Work collaboratively with the Fed's in-house designer by briefing, reviewing and adapting visual materials as required, trialling different formats and approaches to engagement
- Ensure all marketing outputs are accessible, inclusive and appropriate for people with different needs and backgrounds, testing how best to reach and engage diverse audiences
- Monitor digital engagement and campaign performance, producing regular reports and using insights and analytics to evaluate pilot activity and inform future marketing and communications strategy
- Support the development of relationships and emerging partnerships by promoting project activity and engaging key audiences during the Development Phase
- Ensure all outputs meet National Lottery Heritage Fund acknowledgement and branding requirements
- Maintain organised records of marketing content and campaign activity, creating an evidence base to support the Delivery Phase application

General Responsibilities

- To work in accordance with the organisation's mission, vision, strategic plans, policies and procedures.
- To behave in a manner that reflects positively on the organisation at all times.
- To demonstrate a commitment to the safeguarding and welfare of vulnerable adults and children.
- To promote equality of opportunity and anti-discriminatory practices.
- To assist in monitoring and maintaining quality standards across the organisation.
- To demonstrate an understanding and commitment to the principles of confidentiality.
- To work in a manner that is sensitive and empathetic to the culture of the Jewish Community.
- All post holders will be expected to be flexible with hours of work. Tasks or events may require working outside formal office hours.
- At all times ensure effective and efficient use of The Fed's resources.

Health & Safety

- To take reasonable care for the health and safety of yourself and other persons who may be affected by your acts or omissions at work.
- To undertake duties and responsibilities in full accordance with the organisation's Health & Safety policy and procedures.
- To co-operate with policies and procedures to enable the organisation to comply with its obligation under Health & Safety legislation.

Training & Development

- Participate fully in training and development in accordance with the organisations training plan and mandatory requirements.
- To attend and participate in supervision sessions and an annual personal review.
- To attend and participate in staff meetings.
- To contribute to the learning of other staff.

- To employ the skills and knowledge gained from training back in the work environment and to evidence your progression through measure of competencies in supervision with your manager.

This job description is not intended to be exhaustive and it is likely that duties may be altered from time to time in light of changing circumstances, following discussion with the post holder. These are fixed-term development phase posts for 16 months. Subject to securing delivery phase funding from the National Lottery Heritage Fund, we anticipate continuing this role in the delivery stage for 5 years.

Marketing & Content Officer – Delivery Phase

The following bullet points set out the main responsibilities of this role during the Delivery Phase, focusing on the rollout and coordination of project activity, ensuring it is delivered at scale, reaches intended audiences, and meets agreed outcomes.

- Assist in the planning and delivery of marketing and communications campaigns to promote the My Voice Collection, events, exhibitions and learning activity
- Create clear, engaging and accessible content across digital, print and social platforms for a range of audiences
- Coordinate campaign schedules, content calendars and key project milestones to support delivery activity
- Monitor engagement and campaign performance, using insights to improve reach, accessibility and effectiveness
- Ensure all communications meet accessibility standards and National Lottery Heritage Fund branding requirements
- Maintain organised records of content and activity to support reporting, evaluation and evidence of impact

Person Specification : Marketing and Content Officer, My Voice – A Heritage for All

Factors	Essential Criteria	Desirable Criteria
Qualifications	A good general level of education -typically A-level or equivalent - or relevant experience demonstrating strong literacy and numeracy skills	Degree level qualification or equivalent experience in Marketing, Communications, Digital Media, Graphic Design, Public Relations or a related field
		Training in accessibility, inclusive communications or audience engagement
Experience	Experience of supporting or delivering marketing and communications activity across digital and print platforms	Experience of working within the heritage, museum, charity or cultural sector
	Experience of writing engaging and accessible content for a range of audiences	Experience of promoting educational, community or heritage projects
	Experience of managing social media accounts and content schedules	Experience of supporting exhibition, event or public engagement activity
Experience	Experience of coordinating marketing campaigns or promotional activity	Experience of working on National Lottery Heritage Fund or publicly funded projects
	Experience of working collaboratively with designers, creative teams or external suppliers	

	Experience of monitoring engagement and analysing campaign performance using digital insights and analytics	
	Experience of maintaining accurate records and organised digital content systems	
Knowledge	Understanding of marketing and communications principles across digital and print media	Knowledge of Holocaust history and its contemporary relevance
	Knowledge of social media platforms, audience engagement and content planning	Knowledge of heritage, community engagement or public history projects
	Understanding of accessible and inclusive communication practices	Understanding of National Lottery Heritage Fund branding and acknowledgement requirements
	Understanding of branding and the importance of consistent visual identity	
	Knowledge of monitoring and evaluation approaches for communications activity	
Skills	Excellent written communication and proofreading skills	Skills in graphic design, photography, video editing or digital content production
	Strong organisational and time management skills	Experience using design and editing software such as Canva, Adobe Creative Suite or similar platforms
	Ability to write clear, engaging and audience appropriate content	
	Ability to coordinate multiple projects, deadlines and campaigns simultaneously	
	Good digital and IT skills, including social media and content management systems	
	Ability to interpret analytics and use data to improve engagement and reach	
	Strong interpersonal skills and ability to work collaboratively within a team	
	Attention to detail and ability to maintain high quality standards across all outputs	
Personal Qualities	Commitment to the aims and values of the My Voice project and the organisation	Understanding of, and sensitivity to, the culture and traditions of the Jewish Community
	Creative, proactive and adaptable approach to work	Passion for heritage, storytelling and public engagement
	Commitment to equality, diversity and inclusive communication	
	Sensitive and respectful approach to working with Holocaust survivor heritage and testimony	
	Ability to work independently and as part of a wider team	
	High level of professionalism, integrity and reliability	
	Commitment to safeguarding, confidentiality and ethical practice	
	Willingness to work flexibly, including occasional evenings or weekends where required	