

## Job Description - Content Director Music and the Holocaust Project

ORT is a global education network driven by Jewish values. We are passionate about unleashing the potential of young people so they can lead fulfilling lives and have a positive impact on the world around them.

Since our foundation in 1880, ORT has been transforming lives through training and education. From focussing on teaching 19th century Russian Jews essential trades and professions, we have evolved to provide 21st century skills to empower people and strengthen communities. Our network now reaches more than 200,000 people a year in more than 30 countries. We provide a combination of high-level science and technology education with strengthened Jewish identity; bridging the gap between ability and opportunity – and ensuring the continuity of Jewish life worldwide.

**LOCATION:** Remote with option for London based hybrid working

**SECTOR:** Education, not-for-profit

**HOURS:** Part time (16 hours a week)

**SALARY:** £15,600

**TO APPLY:** Please send your cv and a cover letter to [recruit@ort.org](mailto:recruit@ort.org)

### ROLE OVERVIEW:

We seek a Content Director to support, enrich and grow our website on Music and the Holocaust, starting in February / March 2024.

The Music and the Holocaust website (<https://holocaustmusic.ort.org>) has been operational since 2006 and has been continuously maintained until today. The site covers important figures and events in the history of music in the period 1933-1945 and includes hundreds of articles, images, and audio recordings. The website covers four main themes: Politics and Propaganda, Resistance and Exile, Camps and Ghettos and Memory. There is a smaller section on Restoration and Restitution. The site is presented in English, Russian and Spanish with some content also in French, German and Italian.

### ORGANISATIONAL POSITION:

You will report to the Project Coordinator.

### KEY RESPONSIBILITIES (but not limited to):

1. Developing a 2-year strategic plan for content for the site
2. Writing of 12 new articles per year, in line with the strategic plan
3. Commissioning new articles from experts and specialists in the field
4. Raising awareness through social media and continue to grow our following

#### 1. Strategic content plan

With your expertise and within your areas of interest, together with the site's project manager, you will select topics for articles and extended exhibition topics which will include music and images. There are areas that require some attention which require

planning (education, Russia, Sephardic). We would anticipate having relevant and updated content and some active maintenance in order that the site will live on indefinitely.

## **2. Article Writing**

You will research and write overview articles covering biographies and other aspects of the topic which have been prioritised in the content plan. These articles can be of any format but in keeping with the rest of the site. These articles will provide an overview of the topic, ideally in 1k-2k words each but larger or smaller as the topic dictates.

## **3. Article Commissioning**

You will approach academics, relatives of survivors, members of the music and history world who might potentially write an article fulfilling one of the objectives (or related) of the content plan. You will guide these writers and review their writing for quality, style, tone, and accuracy.

## **4. Raising awareness through social media**

You will help us build our online presence in line with the strategy across Instagram, Facebook, BlueSky and X. You will help us grow our social media following, both reach and engagement. You will have the opportunity to promote your own and other's works where related to the topics and scope of the project.

### **Review Arrangements:**

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job may change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised, and updated in consultation with the post holder to reflect appropriate changes.

### **SKILLS AND PERSON SPECIFICATION**

- The role requires an academic researcher with interests and experience in WWII history, the Holocaust, music, and musicians of the period and related topics.
- English writing/editing appropriate for publicly accessible referenced articles published on the web produced at a reasonable frequency.
- Familiarity with social media including developing strategies for promoting the site, making connections, and growing a following.
- You will be comfortable approaching academics, archives, and researchers for a variety of tasks including writing, verification, permissions and collaboration.
- Knowledge of languages related to the topic and the website would be useful but not essential.