



# THE NAZARETH TRUST

HEALING IN THE NAME OF JESUS SINCE 1861

Job Title	Fundraising & Communications Officer	Department	Directorate of Business Development, Communications & PR
Location	Edinburgh, Scotland	Travel	Some within the UK & occasional to Nazareth, Israel
Salary	From 22k to 26k	Position Type	Full time, permanent

The Nazareth Trust is one of Scotland's oldest and largest Christian charities, employing over 700 people in Nazareth, Israel, through its hospital, nursing college, biblical tourism operation and international volunteer programme.

This is an exciting opportunity for an innovative communicator focused on digital marketing and response driven communication to join our small team in Edinburgh.

We are looking for someone who is visually creative, a confident copywriter able to spot and shape a story so that it resonates with our supporters.

You will combine your creative communication skills with the ability to put our compelling story across to various audiences, whether to existing partnerships, individual supporters, grant-giving trusts and foundations, or to new donors. You will be highly proficient in the use of social media, web development, and production of attractive and engaging printed material, with the aim of creating a sustainable and lasting supporter base. You will also be involved in production and hosting of events to increase interest and support in our work.

## **ROLE & RESPONSIBILITIES**

- Social media management to build supporter recruitment, engagement and loyalty;
- Develop mechanisms to deliver more targeted donor communication building a greater understanding of our work;
- Development of material to support our partners and fundraisers (i.e. content creation, case studies, news, posts, videos, etc.);
- Supporting website development;
- Developing a programme of external events to promote the work of TNT;
- Development of bids to potential funders;
- Build KPIs and analytics for reporting and tracking - a good understanding of eTapestry our main CRM system;
- Work together with the rest of the fundraising team to deliver priorities.

## **KEY TASKS**

- Develop an engaging and profitable annual social media program to create an active online community of supporters;

[www.nazarethtrust.org](http://www.nazarethtrust.org)

The Nazareth Trust is the operating name of EMMS Nazareth, which is a company limited by guarantee registered in Scotland (SC225661). EMMS Nazareth is a charity registered in Scotland (SC032510) and as a foreign-owned company and not-for-profit institution in Israel (560019945).



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- Manage relationships with partner organisations and individuals to ensure success and ongoing support to meet TNT's business development needs;
- Ensure supporters are stewarded effectively and a clear strategy is implemented to develop supporters and progress their commitment along the curve of involvement;
- Proactively liaise with external organisations and potential partners to build TNT's supporter base;
- Management of external events;
- Devise and implement a plan to increase SERVE volunteer numbers and create an alumni/legacy/engagement program for SERVE volunteers.

## **PERSON SPECIFICATION**

### *Education*

- Educated to Degree level or equivalent qualification/experience.

### *Experience*

- A minimum of 1-year experience working as part of a communications or fundraising team.

### *Competencies*

- Demonstrable experience of digital marketing, social media and website development;
- Excellent IT skills;
- Excellent creative writing skills in English language, with an eye for detail;
- Excellent communication skills - visual and written;
- Design skills.

### *Other*

- Open to occasional travel, including to Nazareth in Israel;
- All applicants must be resident and have the right to work in the UK;
- Experience of working within a not-for-profit organisation, with an understanding of what motivates supporters and volunteers;
- Knowledge and experience of creating and leading on event programmes.

You should be in sympathy with the mission, vision and values of the organisation which are based on a distinctly Christian ethos. This is a permanent, full-time post subject to a probationary period of 3-months. A full review of key responsibilities will follow to allow for the expansion of the team in Edinburgh.

This job description is not an exhaustive list of duties but it is intended to give a general identification of the range of work undertaken and will vary in detail in light of changing demands and priorities within the directorate. Substantive changes in the range of work undertaken will be carried out in consultation with the jobholder.

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