



THE NAZARETH TRUST

HEALING IN THE NAME OF JESUS SINCE 1861

Job Title	Creative Content Writer	Department	Communications & PR
Location	Edinburgh, Scotland	Travel	Some - within the UK & occasional to Nazareth, Israel
Salary	From 22k to 28k pro rata	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 experienced Content Writer who can gather compelling emotive stories and turn them into persuasive communications for both print and digital formats.

We are looking for a creative and talented content writer, with a direct and pacy writing style, to gather facts and information and turn them into compelling stories that will inspire our current supporters and attract new ones. She/he will be able to understand the work of TNT, and then effectively communicate our story, across different print and digital media, in a writing style which is appropriate to the media, the audience, and the organisation.

An ability to develop working relationships with people within the organisation and inspire confidence is essential. Similarly, an ability to research new media outlets and develop working relationships with editors and journalists is equally important to this role. She/he will be proactive in their approach which will result in an increased awareness of our work amongst current supporters and also from the wider Christian community.

The ideal candidate should have a proven track record of producing pieces that have enhanced engagement and awareness. This position requires a high level of creativity, as well as the ability to use data-driven insights in order to write better material. The successful candidate should also be detail-focused and committed to meeting tight deadlines. She/he will be able to produce material which requires little or no further editing. Preference will be given to those with a strong writing portfolio, bachelor's degree and relevant work experience.

As part of a small UK office, the successful candidate will also provide administrative support as requested, which may include assisting with events, conference, office administration etc.

As TNT is an organisation with a mission, vision, and values based on a distinctly Christian ethos, and the focus of this role will be to increase awareness and support from the Christian community, she/he must be in sympathy of our Christian ethos and understand the environment in which we operate.

This is a temporary role but may lead to a permanent position.

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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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 Nazareth Trust.

ROLE & RESPONSIBILITIES

- Create both print and digital content to increase awareness of our work and create interest in our work from new audiences, as evidenced by increased traffic to our website and enquiries.
- Proactively and regularly produce various content types, including email, social media posts, press releases and marketing collateral.
- Proactively research new media outlets in order to promote and raise awareness of our work.
- Develop working relationships with staff, volunteers, service-users, supporters, and editors/journalists.
- Actively manage and promote our brand and pitch articles to relevant third-party platforms.
- Edit content produced by other members of the team.
- Analyse content marketing metrics and makes changes as needed.

KEY TASKS

- Research new media outlets and develop working relationships with editors/journalists.
- Write clear content to promote our organisation – content which requires little or no further editing.
- Proactively research new stories and prepare media proposals for consideration.
- Identify needs and gaps in our content and recommend new ideas.
- Be proactive in preparing content for social media, conducting keyword research etc and building on SEO analytics to increase web traffic.
- Proactively research the external environment e.g., other charity organisations, Christian conferences, social media etc, in order to identify and then develop potential new material.
- Identify and then interview stakeholders for potential new media stories.
- Ensure all-around consistency (messaging, style, fonts, images and tone).
- Proofread and edit all printed organisational content before publication.
- Ensure all media stories are in a writing styles appropriate to the organisation, the audience and the message.
- Support the UK office in administrative functions as required.

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PERSON SPECIFICATION

Education

- Educated to Degree level or equivalent qualification/experience.

Experience

- A minimum of 2 years experience working as a content writer.

Competencies

- Knowledge of digital marketing tactics, including SEO, email marketing and web analytics.
- Excellent writing skills, as well as the ability to communicate and collaborate effectively.
- Imaginative, creative and proactive.
- Ability to work with minimum supervision.
- Affinity with the mission of TNT and a real desire to read, understand and research our history.
- Ability to 'final copy' messages which require little further editing, and which are written in a style which are appropriate to the media outlet, the target audience, and the organisation.
- Ability to inspire confidence and trust in potential news sources, conducting interviews which lead to new stories.
- Ability in meeting tight deadlines.
- IT literate, including experience using WordPress preferred.

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 Christian organisation, with an understanding of what motivates supporters and volunteers.

[Find out more about The Nazareth Trust](#)

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