



THE NAZARETH TRUST

HEALING IN THE NAME OF JESUS SINCE 1861

Job Title	Marketing and Communications Officer	Department	Communications & PR
Location	Edinburgh, Scotland or Hybrid preferred. Remote considered.	Travel	Some - within the UK & occasional to Nazareth, Israel
Salary	From £35k pro rata	Position Type	Full time permanent, 37.5 hours.

The Nazareth Trust is one of Scotland's oldest and largest Christian charities, employing over 900 people in Nazareth, Israel, through its hospital, nursing college, biblical tourism operation, and international volunteer programme.

We are seeking a driven Marketing and Communications Officer with significant initiative and ability to influence through social digital content production.

In this role, you will execute the strategic direction of our communications, by expanding our reach through engaging, persuasive content. Using data analysis, the successful candidate will enhance engagement with the Nazareth Trust's key audiences on our TNT supporter database.

You will support the Marketing and Communications Manager by researching and leveraging compelling stories that will engage and inspire activism and giving from our existing supporter database.

An ability to develop working relationships and inspire confidence is essential. Similarly, an ability to research new media outlets. The successful candidate will be proactive in their approach working within an intercultural context where initiative will be required.

This position requires a high level of creativity, as well as the ability to use data-driven insights to write better material. The successful candidate should also be detail-focused and committed to meeting tight deadlines and expected outputs. She/he will be able to produce material which requires little or no further editing.

As part of a small UK office, the successful candidate will also provide additional and varied support as required by the Marketing and Communications Manager.

The Nazareth Trust is a Christian organisation. It's mission, vision, practices, and values are based on a distinctly Christian ethos, and the focus of this role will be to increase awareness and support from within the Christian community. This role therefore carries a specific occupational requirement that the applicant must necessarily be a practising Christian who is in full agreement with the Trust's values and practices.

This is a permanent post subject to a probationary period of 6 months. The successful candidate will initially work closely with our Marketing and Communications Manager.

This job description is not an exhaustive list of duties, but is intended to give a general identification of the

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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range of work undertaken and will vary in detail in light of changing priorities within the Nazareth Trust.

KEY TASKS

- Support the execution of the Nazareth Trust's communication strategy focusing on the engagement of our existing our support base.
- Optimise all communications for digital delivery, including but not limited to email, web and social media.
- Enhancing visibility within our social media sites, ensuring frequent, relevant, and appealing feeds.
- Support the development of successful campaigns which result in significantly increased levels of support through the growth of the Trust's supporter networks internationally.
- Craft clear, impactful content that promotes our organisation, requiring minimal editing and resonating with our target audiences.
- Support the development of compelling story opportunities in line with our messaging plan, and prepare media proposals that highlight our work and mission.
- Identify content gaps and innovate with fresh ideas to ensure our messaging remains relevant and engaging.
- Support the monitoring of the external landscape, including other charities, Christian conferences, and social media trends, to generate inspiring new material.
- Maintain consistency across all content by ensuring that messaging, style, fonts, images, and tone align with our brand.
- Tailor all media stories to suit the organisation's style, audience, and message for maximum impact.
- Support the production of 'hard copy' promotional material and participate in events as required.

PERSON SPECIFICATION

Essentials

Identity

- *Must be a committed and practising Christian.*
- *Must be able to liaise and communicate interculturally and provide a positive contribution to the culture of a small team based in Edinburgh.*
- *Imaginative, ambitious, driven, creative and proactive.*

Education

- Educated to Degree level or equivalent qualification/experience in a relevant field.

Experience

- A minimum of 3 years' experience working as a digital content developer and/or experience of working within marketing and comms.

Competencies

- Knowledge of digital marketing tactics, including SEO, email marketing, and web analytics.
- A demonstrable portfolio of compelling social media content
- Attention to detail.

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- Good team working skills and a positive contributor to working culture.
- Affinity with the mission, vision, and values of the Nazareth Trust
- Ability to meet tight deadlines and execute agreed outputs well.
- High technical competency and highly IT literate

Desirable

- 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.
- An understanding of what motivates supporters and volunteers.

To apply for this role please forward your CV and a covering letter, along with any other portfolio material you feel may enhance your application, to: Fiona@nazarethtrust.org.

The closing date for this role will be Monday 29th June by 12pm.
Interviews will take place on Friday 3rd July either in person or online.

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