



**THE  
NAZARETH  
TRUST**



**2018  
Candidate  
Information  
Pack**





**WELCOME FROM OUR CEO**

Thank you for your interest in the role of Director of Fundraising. This is an exciting opportunity to lead the Fundraising Directorate for one of the largest and most-established Christian charities of Scotland. Based in Edinburgh, operating from the Nazareth hometown of Jesus but with a world-wide reach, the Nazareth Trust engages with over 250,000 people each year - encompassing patients and their families, students, international volunteers, pilgrims and tourists, as well as our valued 600 staff. The Nazareth Trust is unique in its position in the Middle East, and the Director of Fundraising will be tasked with raising substantial world-wide support so as to enable TNT deliver on its ambitious vision and future plans.

The successful applicant will have a strong background in Fundraising at a senior level, direct experience of generating high level donations and an outstanding ability to provide clear strategic direction. The post holder will also need to work closely across the wider organisation and will report directly to myself as CEO.

You will be an excellent Christian leader, an innovator, and have the capacity to face challenges head on. It is key that you are able to develop productive relationships within a wide range of stakeholders. This is an exciting time to join us. I look forward to welcoming the successful candidate, so that together we can shape the future.

You will find more information about TNT on our website, [www.nazarethtrust.org](http://www.nazarethtrust.org)



Richard Mayhew  
CEO, The Nazareth Trust

---

**OUR VISION**

The Nazareth Trust is a Christian organisation, aiming to reach out to the local population and to the wider world, irrespective of faith, political persuasion or tradition, through healthcare, education, proclamation and service.

---

**OUR HISTORY**

In 1861, a small medical mission was established in Nazareth to provide essential medical services. 155 years later, the core element of that mission, to meet the healthcare needs of the local community, remains central to our work.

Over time we have grown. Today, the Nazareth Trust comprises a busy general hospital, an academically acclaimed nursing college, a vibrant short-term missionary programme and an internationally renowned first-century, open-air biblical museum known as “Nazareth Village”.



Throughout its history, the region has known much conflict, political change, division and social unrest. Likewise, both the hospital and nursing college have adapted: changing from traditional, expatriate-led 'missions' to effective contributors within the modern Israeli healthcare and educational landscape. As such, staff, and those who access services, come from all faiths and communities. The Nazareth Trust retains a commitment to the needs of the local and extended Palestinian Arab population - and within that, a particular intent to offer support to the Palestinian Arab Christian community.

In recognition of its work over many years, the Israeli parliament gave its annual award for valued contribution to the nation to Nazareth hospital in 2012 - the first time the award was made to a non-Jewish organisation.

The accompanying citation noted that "the work of this old respected institution is based on the values of compassion and love for all people...", that it "treats everybody the same since they were created in the image of God". Although much has changed over our history, our motivation remains to express the love of God, and the truth of the gospel in word and deed, and to do so in dependence on Him.

---

### OUR SERVICES

#### **Nazareth Hospital EMMS**

Licensed for 150 beds and comprising just under 500 staff, the hospital has a 24 hour emergency room, and provides a wide range of services including surgery, maternity, paediatrics, psychiatry and intensive care. There is a busy renal dialysis service, a neonatal unit and a modern cardiac catheterisation suite. The hospital, which is affiliated with the Bar Ilan Medical School, maintains education, training and research programmes.

#### **Nazareth Nursing College**

Established over 90 years ago, the college primarily focuses on providing vocational education within the Arab community. On average per academic year, 300 students work towards their nursing diploma or BA nursing degree, with a vast majority being Israeli Arab students.

#### **Nazareth Village**

The Nazareth village gives the opportunity to experience Nazareth as it was in the first century. Tour guides share Biblical stories in a variety of languages and bring the bible to life using the working farm, traditional synagogue building and authentic meals as a backdrop. Welcoming around 90,000 visitors per year from over 105 countries, the village is well known within the global Christian family.

#### **SERVE Nazareth**

SERVE provides volunteer ministry opportunities in Northern Galilee, enhancing our work in Nazareth or through supporting local Christian ministries. For every volunteer, time with SERVE is a time of growth: both developing personal, spiritual skills in ministry and furthering the mission of the Nazareth Trust.

---

### OUR CHALLENGES

As a private healthcare provider, it is easily assumed that we do not require external support. However, like many healthcare providers worldwide, we are facing considerable financial challenges. Rising demand for services alongside a desire to address health inequalities amongst the Arab population, means we must substantially increase our fundraising capacity - not only for establishing new medical services, but also to develop our Christian mission.



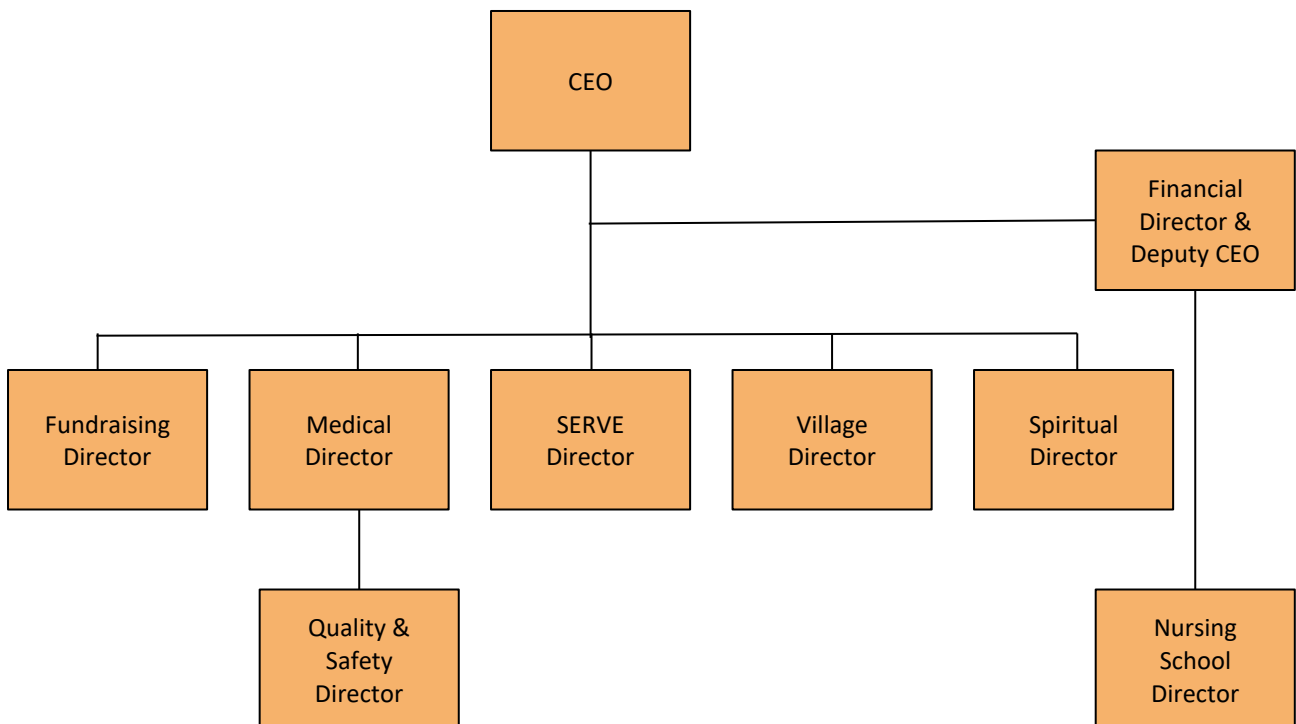
The Nursing College, SERVE and Nazareth village are principally resourced through the income of their respective service users. The Nazareth Hospital operates within the Israeli health service and is funded through service contracts. However, as a non-government hospital, funding for capital developments and equipment is required to be found from external sources.

Therefore, the Nazareth Trust recognises that future development depends on building support from a range of individual and organisation donors, primarily from the UK, USA and Israel. It is our aim to raise \$1M worth of unrestricted funds to support development across the organisation, with the aim of establishing new services in areas of need. It is also our intention to embark on a major capital development programme, possibly costing as much as \$100m over the next 7 years.

So, this job is not for the faint-hearted! It is for someone of immense faith, of vision, of a heart for our work, and one who has the skills and expertise to unlock substantial support from across global Christian community.

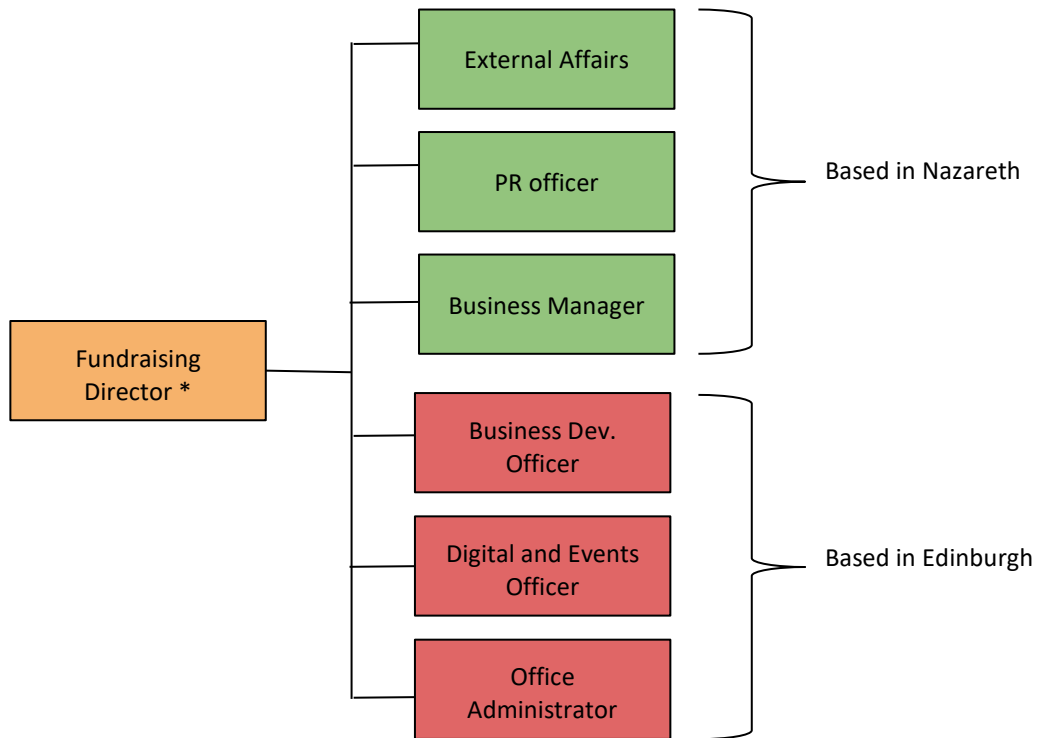
---

#### OUR ORGANISATIONAL STRUCTURE IN 2017





**BUSINESS DEVELOPMENT, COMMUNICATION AND PR DIRECTORATE**





**JOB DESCRIPTION**

<b>Job Title:</b>	Director of Fundraising	<b>Job Category:</b>	Executive
<b>Department/Group:</b>	Chief Executive's Office	<b>Job Code/Req:</b>	N/A
<b>Location:</b>	Edinburgh	<b>Travel Required:</b>	UK, Israel, International
<b>Level/Salary Range:</b>	Competitive	<b>Position Type:</b>	Full time, permanent

**JOB SUMMARY**

To generate substantial external income streams to enable TNT to fulfil its vision and future plans.

**KEY RESPONSIBILITIES**

- Develop and implement strategies to attract new donors and income streams for TNT – strategies which generate both large and donations, and from different sources and countries.
- Generate and develop TNT support networks across the UK, EU and USA
- Management of the Communications and PR Directorate team.
- Develop and lead on the 2018 - 2025 Fundraising, Communications and PR Strategic plan
- Own the development and growth of Major Donors, Partnerships and Income Streams to maintain and expand our service portfolio to achieve the £1m unrestricted funds target by 2018
- Drive the communications strategy to directly reflect our Vision, Mission and Values.
- Take charge of the digital marketing operations and implement strategies for social media, CRM and websites.
- Lead by example, coach, develop and grow the Directorate team in the true spirit of our Christian values.
- Be an integral and contributing member of the Executive Management Team.

**EXPERIENCE, SKILLS and KNOWLEDGE**

**Essential:**

- Proven fundraising experience and success at a senior level
- Proven success in delivering fundraising strategies which generate income from various sources – HNW, foundations, grants, corporates
- Public Speaking skills to a wide range of audiences
- Proven experience in strategic planning and implementation.
- A strong understanding of the Third Sector in Scotland, and in particular, TNT's potential position in Scotland.
- Direct experience of generating high level donations
- Knowledge and expertise in PR and Communication Strategies, full utilization of social media opportunities
- Have a transformative; innovative and creative solutions based approach.
- Thrives under a pressured but productive environment
- IT literate (Microsoft etc.)

**Desirable:**

- Access to an extensive network of contacts and networks.
- Knowledge of Nazareth and the culture in which it operates

Although experience of working within a third sector organisation is preferred, candidates with relevant experience gained within other sectors will be considered.

**EDUCATION**

Educated to Degree level or equivalent qualification

**STANDARDS/COMPETANCIES**

• **Innovative:**

Innovative, Imaginative and creative with the ability to embrace the latest technology



- **Leadership**

Is a dynamic, professional role model, inspiring and providing clear direction

- **Reliability and Integrity**

Committed to doing the right things in a reliable way

- **Excellence**

Be relentless in the pursuit of continuous improvement whilst serving the needs of today

As per our Christian ethos, this post is covered by a Genuine Occupational Requirement (GOR) under the Equality Act 2010. The successful applicant should be a practicing Christian and clearly demonstrate a personal commitment to the mission, principles, values and practices of the organisation.

The above job description is not exhaustive, but is intended to broadly identify the scope of work undertaken by the successful applicant. Duties will vary in light of changing demands and priorities within the department which the successful applicant will match. Substantive changes required will be carried out in consultation with the job holder.

#### **RENUMERATION**

Pension: 6% of salary to chosen pension scheme

Holiday allocation: 25 days per annum

---

#### **CONTACT**

Jessica Massey

0131 225 9957

[jessica@nazarethtrust.org](mailto:jessica@nazarethtrust.org)

#### **HOW TO APPLY**

To apply, please send your most recent CV, and a cover letter of not more than 2 A4 sides stating your suitability for this position to [jessica@nazarethtrust.org](mailto:jessica@nazarethtrust.org). Please also include two referees whom we may contact if you are short-listed for interview. The closing date for applications is 7<sup>th</sup> February. Early applications are welcome. Interviews will be held in Edinburgh on the 15<sup>th</sup> February. If you would like to discuss this position with our CEO before applying please contact Jessica on 0131 225 9957 to arrange a suitable time.