



# THE NAZARETH TRUST

HEALING IN THE NAME OF JESUS SINCE 1861

Job Title	Social Media & CRM Administrative Officer	Department	Administration & Digital Media
Location	Edinburgh, Scotland	Travel	Some within the UK & occasional to Nazareth, Israel
Salary	From 20k to 22k	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 a proactive and driven individual to be committed to managing the organisations CRM system (eTapestry) and social media channels for our small team in Edinburgh.

We are looking for someone who is confident in implementing and managing our CRM database, social media sites, websites, and assisting with general administration needs to support the team in the Edinburgh office. You will primarily report to the Communications and Marketing Manager.

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

TNT is an organisation with its mission, vision and values based on a distinctly Christian ethos. The focus of this role to increase awareness and support from the Christian community, therefore, she/he must be in sympathy of our Christian ethos and understand the environment in which we operate. This is a permanent, full-time post subject to a probationary period of 3 months.

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 Company.

[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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## **RESPONSIBILITIES & TASKS**

### ○ *CRM Management*

The Nazareth Trust has a donor database management system utilising Blackbaud's eTapestry software. In this role you will manage the system, whilst using the program to import and retrieve data, produce reports, send donor communications (monthly newsletters and Annual Review), etc. The CRM Administrative Assistant is expected to be the organisational point person for the database with overarching expertise of its various functions.

### ○ *Social Media and Website Management*

You will be tasked with managing the Nazareth Trust website as well as having lead responsibilities over all social media-related activity via the organisations Facebook site, Twitter account and any other social media outlets the organisation may decide to utilise.

## **PERSON SPECIFICATION**

### *Education*

- Applicants should have at a minimum a Bachelor's Degree in a related field, preferably with prior school/professional experience in the field of administration, IT, social media and/or another related field; equivalent work experience may be considered in place of a college degree.

### *Experience*

- A minimum of 1-year experience working in a similar role.

### *Competencies*

- Experience working for/with a non-profit organisation.
- Experience using CRM software eTapestry (Blackbaud).
- Excellent interpersonal/customer service skills, clear communication and writing style, organized work habits, positive attitude and work ethic.
- Strong knowledge of computers and MS Office software, with prior experience managing online databases including data entry and records management; donor database management experience preferred, ideally with prior knowledge of Blackbaud's management platforms; some IT skills and/or design experience using Adobe Creative Suit software are preferred but not essential.
- IT competent, and ability to learn new IT programmes as required.
- Ability to examine SEO data, and to recommend strategies which increase current and potential supporter engagement.
- Knowledge of GDPR legislation.

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- Knowledge of the 'donor journey' and ability to develop strategies and timescales to ensure supporters are engaged in our work.
- With emphasis on organizational efficiency and flexibility, applicant should be able to multitask effectively while setting priorities and working comfortably in a fast-paced environment.

## *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 event programmes.

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