



THE NAZARETH TRUST

HEALING IN THE NAME OF JESUS SINCE 1861

Job Title	Communications and Marketing Manager	Department	Communications & PR
Location	Edinburgh, Scotland - Hybrid	Travel	Some within the UK & occasional to Nazareth, Israel
Salary	Negotiable	Position Type	Full time, permanent

Communications and Marketing Manager

The Nazareth Trust is one of the largest charities in Scotland, with its main operations based in Nazareth, Israel. Following the teaching and example of Jesus of Nazareth, the Nazareth Trust aims to reach out to the local population of Nazareth and to the wider world, irrespective of faith, political persuasion, or tradition, through healthcare, education, Biblical proclamation, and service.

We employ over 800 staff, with four main operations in Nazareth, Israel. We maintain our small Head Office and Communications team in Edinburgh, with the responsibility for supporting the Board and the CEO and developing wider support for an interest in TNT through individuals and organisations in the UK and internationally. For more information visit www.nazarethtrust.org.

This role is very hands on, and you will report directly to the CEO. There is a strong emphasis on digital activity and developing social media engagement.

Core Purpose

To develop and oversee TNT's Head Office communications to ensure current supporters are informed of our work and to attract potential new supporters. TNT has a broad support base in the UK, Israel and worldwide, and we work alongside two partner organisations in the US to further support our work. We need a Communications and Marketing Manager who will work closely with the CEO to support our external communications across all channels and raise awareness to support our organisational delivery. The postholder will manage the small UK office and review office needs so that the UK office is proficient in the following areas:

Web and Digital – a simplified identity across all digital and social platforms to strengthen the identity and brand of the Trust, with harmonised, consistent messages that are accurate, compelling, and frequently updated.

Supporter Data and CRM –use of available data to identify donors' preferences, behaviours, and wider networks to achieve maximum lifetime value (LTV). A relational, donor-centred approach is to be embedded.

Print Communications, Appeal Collateral– present a united message regarding the identity and aspirations of TNT, with each area of need having a clear case for support.

Networking and Fundraising Events – planning a programme of events, to extend the outreach and public awareness of TNT.

For more information and a full job description please email 'fiona@nazarethtrust.org'.