



THE NAZARETH TRUST

HEALING IN THE NAME OF JESUS SINCE 1861

Key responsibilities:

- In line with strategy to lead on all marketing and communications activities, ensuring that they are fully integrated and cost-effective.
- To set up and continuously review and update the marketing, PR and communications plan, communicating with the CEO to achieve the objectives laid out in the strategy.
- Evaluating different methods of communication of key messages to various audiences, ensuring a range of media is used and that the key audiences are reached.
- To plan, develop and work with the internal team to deliver integrated campaigns and deliver a robust schedule of activity across a variety of print and online channels.
- To create and maintain a cross-channel, audience-centred calendar of activities that supports our communication needs, including all written and visual content.
- To lead, deliver or assist in the creation and production of publicity materials using appropriate software including newsletters, mass emails and leaflets.
- Preparing, reviewing, and as appropriate, approving copy for inclusion in publications including annual report and review, press releases, magazines, newsletters etc.
- Working with the CEO to create branding guidelines reflecting the evolving character of the current brand.
- To be the main brand champion, ensuring brand consistency, accuracy, and appropriateness of messaging for all published materials and communications and influencing staff and volunteers to be ambassadors.
- Lead on external communications in the UK.
- Be the first point of contact for all press enquiries, escalating potential issues where appropriate.
- Develop and manage the digital activities ensuring they have a strong presence on all digital media channels.
- Work with CEO Exec Assistant to ensure the most efficient use of our CRM system for communications.
- Understand and comply with current legislation and best practice regarding supporter data and CRM system



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Qualifications

- Educated to degree level

Experience

- Experience of marketing communications
- Experience working in a small team
- Proven track record in managing communications campaigns utilising a breadth of media
- Experience of providing an editorial function and publication management
- Experience of using CMS (WordPress) and bulk email system
- Experience using CRM systems and use of data management
- Experience working in small/medium not-for-profit organisations
- Experience working in a membership organisation

Skills and Abilities

- Excellent command of English language
- Copywriting and editorial skills
- Attention to Detail
- Innovative, creative, imaginative
- Self-starter
- Able to use own initiative
- Organisational and planning skills
- Project management and time management skills

Knowledge and Understanding

- Familiar with a range of tools for monitoring electronic communications and web-based activities e.g. Google Analytics, Google Adwords etc
- Proficient in Microsoft Office (Word, Excel, Outlook, Powerpoint)
- Familiarity with design software such as InDesign and Photoshop

Please email your Curriculum Vitae and a Supporting Statement to 'fiona@nazarethtrust.org'.