



TURQUOISE MOUNTAIN

# Job Description and Person Profile Template

Commercial Lead - Jordan

## Background

Turquoise Mountain is a British charity that was founded in 2006. We believe artisanal heritage matters and has the power to transform lives. We support artisans to thrive and to revitalize traditions in regions of the world where artisanal heritage is endangered, and to connect people through heritage.

Turquoise Mountain is a fast-growing organization with offices in Afghanistan, Myanmar, Saudi Arabia, and the Levant, and with over 400 international and local staff members worldwide. We combine a cultural heritage focus with a wide scope of activities; we support artisans to thrive and to revitalize their traditions by any means necessary, and to connect people across the world through heritage.

Turquoise Mountain began working in Jordan in 2016, supporting Jordanian, Palestinian and Syrian artisans and their families. Our work celebrates heritage from Jordan and across the region, using traditional craft as a driver for livelihoods, skills development and economic opportunity.

To date, we have trained more than 2,600 students across a range of craft disciplines and sold artisan products to customers in Amman and around the world. Alongside training and market access, we are committed to heritage conservation. We restored Dar Hassan in northern Amman, designed by the Egyptian architect Hassan Fathy, which now houses the Institute of Design, Craft and Economic Development, and we have undertaken restoration work at the historic site of Umm Qais in northern Jordan.



## TURQUOISE MOUNTAIN

<b>Job Description</b>	
<b>Job Title</b>	Commercial Lead – Jordan
<b>Location</b>	Amman, Jordan
<b>Reports to (Line Manager)</b>	Jordan Country Representative
<b>Job Purpose Summary</b>	The Commercial Lead is responsible for driving Turquoise Mountain Jordan’s commercial growth and sustainability by leading all revenue-generating activities, expanding market reach, and strengthening the organization’s presence locally and internationally. The role oversees the development and implementation of commercial strategies, sales performance, and business development opportunities, while ensuring alignment between market demand, product development, and artisan production. It also includes managing the showroom and sales team, fostering a strong commercial culture, and building strategic partnerships to support long-term impact and income generation for artisans.
<b>Key Responsibilities and Accountabilities</b>	
<p><b>1. Commercial Strategy &amp; Market Intelligence</b></p> <ul style="list-style-type: none"> <li>• Develop and lead a rolling 12-month commercial strategy with clear sales targets, market priorities, and growth plans.</li> <li>• Conduct and continuously update market research across Jordan, GCC (including KSA), USA, and Europe, including customer segmentation, competitor analysis, pricing benchmarks, and demand trends.</li> <li>• Identify product typologies, price points, and market gaps to ensure relevance and competitiveness.</li> <li>• Proactively source and maintain market intelligence to inform product development, pricing, and sales strategies.</li> <li>• Identify and pursue new revenue streams, markets, and strategic partnerships.</li> <li>• Evaluate and engage with third-party sales platforms, retailers, and aggregators.</li> </ul> <p><b>2. Sales &amp; Business Development</b></p> <ul style="list-style-type: none"> <li>• Take full responsibility for all sales (local and international), including off-the-shelf and bespoke/custom orders.</li> <li>• Lead outreach efforts to identify and secure new business opportunities, clients, and partnerships.</li> <li>• Build, develop, and maintain strong relationships with VIP clients, interior designers, architects, retailers, and hospitality groups.</li> <li>• Conduct sales meetings and lead negotiations on pricing, contracts, and commercial terms.</li> <li>• Expand presence in key sectors including retail, hospitality, museums, and concept stores.</li> </ul>	



## TURQUOISE MOUNTAIN

### **3. Product Commercialization & Production Alignment**

- Work closely with Design & Production teams to ensure product offerings align with market demand and commercial strategy.
- Provide input on product selection, pricing, production volumes, and market adaptations.
- Align production planning with sales forecasts and confirmed orders.
- Ensure artisan production capacity supports commercial growth objectives.

### **4. Showroom Management & Operations**

- Oversee the day-to-day management of the showroom and sales team.
- Supervise, monitor, and evaluate sales staff performance, including training and regular team meetings.
- Oversee merchandising, product displays, seasonal layouts, and overall showroom presentation.
- Ensure smooth showroom operations, including coordination with internal teams.
- Oversee organization of events, activations, and experiences within the showroom and garden.
- Support and coordinate showroom-related marketing and promotional activities with the communications team.

### **5. Inventory & Retail Performance**

- Oversee inventory management, including monthly stock counts and maintaining optimal stock levels.
- Ensure continuous improvement of inventory control systems and forward planning based on demand.
- Maintain up-to-date knowledge of inventory, sales trends, and product performance.

### **6. Sales Systems, Reporting & Financial Planning**

- Produce detailed monthly sales reports, including analysis, forecasting, and footfall tracking.
- Support budgeting and financial planning in coordination with finance and senior management.
- Represent Jordan in regular coordination with the global commercial team.

### **7. E-commerce & Marketing Support**

- Oversee the webstore and all related sales, orders, and performance.
- Collaborate with design and communications teams to develop marketing materials, catalogues, and sales packs.
- Ensure timely and effective delivery of campaigns, product launches, and sales-driven content.

### **8. Team Leadership & Culture**

- Line manage and develop the commercial and sales team.
- Build a proactive, entrepreneurial, and market-driven commercial culture.
- Provide ongoing training, mentorship, and performance management.



## TURQUOISE MOUNTAIN

**This list is not exhaustive, and other duties may be required as determined by the needs of the organisation.**

### **Key working relationships / cross-working**

**Internal:** Commercial Team, Sales Team, Design & Production teams

**International:** Global Commercial Team

### **Person Profile**

<b>Job Title</b>	Commercial Lead - Jordan
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### **Professional approach:**

Constructive and collegiate style that contributes to team harmony and builds community.

### **Education, skills and experience:**

- Degree in Business Administration, Marketing, Sales, Design, or a related field. We are also open to candidates qualified by experience.
- Demonstrable, significant experience of success in previous commercial roles, business development, sales, or retail management, preferably within design, crafts, luxury goods, or lifestyle sectors.
- Demonstrated ability to lead negotiations, manage client relationships, and close sales deals
- Proven track record in driving revenue growth, developing new markets, and securing high-value partnerships.
- Strong experience in market research, including identifying trends, pricing strategies, customer segments, and product-market fit.
- Experience managing retail spaces or showrooms, including merchandising, team supervision, and customer experience.
- Experience in budgeting, pricing, and sales analysis.
- Experience working with creative teams (design/production) and translating market needs into product direction is a strong advantage.
- Experience working with international markets is a plus.

### **Digital skills and experience:**

- Familiarity with sales tracking tools, and reporting/forecasting methodologies.
- Confident user of all Microsoft 365 applications (Outlook, Word, Excel, PowerPoint, SharePoint, and Teams).
- Working knowledge of Adobe Illustrator and InDesign is an added advantage.



## TURQUOISE MOUNTAIN

### **Language skills:**

Excellent level of international standard spoken and written English with exceptional reporting skills is essential.

This role is based in Amman, Jordan and is offered as a full-time position (Sunday to Saturday) with three months' probation period.

Remuneration is from 1300 JOD per month, depending on experience.

To apply, please submit the following in one PDF document to [hr.jo@turquoisemountain.org](mailto:hr.jo@turquoisemountain.org) by the deadline **16<sup>th</sup> April** (Email title: Commercial Lead - Jordan)

- A text in English about your background, experiences and motivations for this post explicating your design and production experience (250 words).
- A one-page resumé.
- Include your e-mail and phone number.

Only shortlisted applicants will be contacted for an interview.