



# Global Head of Communications & Marketing

## About us

Turquoise Mountain (TM) supports artisans and communities to protect and revitalise their heritage. Our work is rooted in the belief that cultural heritage has the power to transform lives. Founded in 2006 by His Majesty King Charles III, we work with artisan communities in Afghanistan, Myanmar, Saudi Arabia and the Levant. To date, we have supported over 11,500 artisans across 86 craft traditions, restored more than 170 historic buildings, and provided primary healthcare and education for artisans' families.

Turquoise Mountain supports artisans in many ways – and we pride ourselves on our holistic approach – but one of the ways in which we *always support them, is by connecting them to (international) markets so that they can generate income for them and their families*. Our experience has shown that this commercial element is essential to sustainability: not only is it true that if artisans cannot meet their livelihood needs through practice of their craft, they are likely to start doing something else, but increasing earnings potential for artisans by aligning production capacity with global demand and ensuring long-term market linkages increases the relevance and appeal of craft traditions within communities. That is why Turquoise Mountain has set up a limited company that commissions and purchases artisan-made goods in the countries where we operate and sells these into high-end markets globally. This company is wholly owned by the charity and is a crucial vehicle for the charity to fulfil its mission.

We are looking for a senior marketing and communications professional who is comfortable in both the commercial and charity worlds, and who understands and can leverage the links between the two.

## About the role

### Positioning

The Head of Communications and Marketing will report to the COO and work closely with the Development, Creative and Commercial teams and country leadership teams.



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Registered Office: Princes Exchange, 1 Earl Grey St, Edinburgh EH3 9EE

Turquoise Mountain Trust is a registered charity no. SC037343 and as a company no. SC299579



The role combines strategic communications leadership, brand stewardship, marketing, media relations, and organisational coordination. The Head of Communications and Marketing will be responsible for ensuring that TM presents a coherent, compelling and differentiated identity across all markets, audiences and channels.

This role sits at the heart of TM's mission and will shape how the organisation is perceived by commercial clients, philanthropic supporters, institutional partners and the wider public.

## **Purpose**

The Head of Communications and Marketing will develop and deliver TM's global communications and marketing strategy.

They will ensure TM is effectively positioned as:

- A premium producer of exceptional craft products and a trusted partner for commercial collaborations.
- A leading heritage NGO in the eyes of philanthropic, institutional and corporate funders.
- A respected thought leader and storyteller that champions artisan voices and demonstrates the value of cultural heritage to global audiences.

This will help drive charitable and commercial income through increased demand for goods made by supported artisan communities.

The postholder will also lead the Marketing and Communications function across the organisation, ensuring efficient working, strategic coherence of brand and communications, and supporting, coordinating and holding accountable in-country communications teams and outputs.

This is a hands-on leadership role requiring both strategic vision and practical delivery.

## **Key responsibilities**

### **Strategy, Brand and Positioning**





- Lead the development and delivery of a multi-year global communications and marketing strategy aligned to organisational priorities.
- Develop clear positioning strategies for TM holistically as well as its more niche commercial, philanthropic and public-facing audiences.
- Ensure consistent articulation of TM's mission, impact and value proposition across all channels and regions.
- Oversee global brand standards, messaging frameworks and communications guidelines.
- Act as the organisation's senior adviser on communications, marketing, reputation management and public engagement.
- Work closely with senior leadership to identify strategic communications opportunities that support organisational growth and influence.
- Maximize income generation potential through all our creative and commercial communications, also working closely with the President and Head of Philanthropy.

### **Marketing and Commercial Partnerships**

- Develop marketing approaches that strengthen TM's reputation as a high-end producer of heritage craft and a trusted collaborator for commercial clients.
- Support Commercial, Creative and in-Country teams in the promotion of collections, exhibitions, partnerships and retail opportunities.
- Ensure marketing activities effectively communicate quality, authenticity, heritage value and social impact.
- Work closely with in-Country, Creative and Commercial colleagues to maximise visibility and commercial opportunities for artisan products.
- Oversee campaigns that increase awareness amongst priority client groups, buyers and strategic partners.

### **Development and Fundraising**

- Donor communications at global level (visibility plans, joint advocacy, high-stake reporting/story telling).





- Work closely with the development team, particularly the Head of Philanthropy and Events Coordinator, to maximise income generation potential of fundraising efforts through targeted communications (from donor briefs to reports and newsletters).

### **Media, Public Relations and Thought Leadership**

- Manage media relations to elevate TM's brand as the leading organisation in high-quality artisan goods and heritage-led development.
- Build and maintain relationships with key journalists, editors, broadcasters and opinion formers.
- Identify and secure opportunities for media coverage, strategic partnerships and public engagement.
- Support senior leaders as organisational spokespersons and prepare them for media engagement.
- Lead crisis communications planning and management.
- Position TM, its leadership and artisan communities as credible voices within discussions around heritage, culture, craftsmanship and international development.

### **Digital Communications and Content**

- Oversee the organisation's global digital presence, including website, social media, newsletters and emerging channels.
- Lead the creation of compelling content that strengthens engagement across multiple audiences.
- Ensure the organisation consistently captures and disseminates high-quality stories, impact evidence and visual content from all regions.
- Champion digital innovation and audience growth.
- Maintain responsibility for tone of voice, editorial quality and content standards across all channels.

### **Strategic Communications Coherence**

- Ensure communications activity across all country programmes and departments aligns with agreed organisational priorities.
- Establish effective planning, approval and coordination processes to deliver consistency across the organisation.
- Build strong relationships with communications colleagues and focal points across country teams.
- Provide strategic guidance, support and capacity building to communications staff globally.





- Lead the development and implementation of organisation-wide communications policies, procedures and standards.

### **Internal Communications**

- Oversee an internal communications strategy that connects and engages globally dispersed teams.
- Support leadership communications and organisational change initiatives.

### **Events, External Engagement and Advocacy**

- Provide strategic communications support for major organisational events, exhibitions, launches and external engagements. Maximise visibility of TM and ensure brand alignment across events with appropriate communications materials. Pro-actively ensure the right collateral is created and applied.
- Support senior leaders at high-profile stakeholder events and speaking opportunities.
- Work closely with Development, Creative, Commercial and in-Country Teams to maximise communications opportunities arising from programmes and partnerships.
- Develop communications approaches that strengthen relationships with key funders, partners and supporters.

### **Team Leadership and Development**

- Lead and develop Turquoise Mountain's fully remote communications team.
- Set clear objectives, priorities and performance expectations.
- Work closely with communications leads across countries as part of the strategy development and its implementation.
- Set high standards across marketing and communications across the organization, support teams globally to meet these and ensure accountability within your team and across the organization.
- Establish strong processes for planning, content management, approvals and reporting.
- Ensure high standards of quality, creativity and professionalism across all communications outputs.

### **Reporting, Planning and Best Practice**

- Monitor communications performance through agreed metrics and KPIs.
- Manage communications budgets effectively.





- Stay informed on developments, trends and innovations in communications, marketing and audience engagement.
- Ensure effective coordination between Communications, Philanthropy, Commercial, Creative and Country Teams.

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



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# Person Specification

## Professional approach

We are looking for a highly capable, collaborative, strategically minded yet hands-on communications leader.

The successful candidate will combine strong strategic judgement with excellent execution, bringing both creativity and discipline to a complex international organisation.

## Personal attributes

- A highly organised and proactive self-starter.
- An exceptional communicator and storyteller.
- A confident senior adviser able to influence at all levels of the organisation.
- A strong team leader who can build trust, accountability and high performance.
- Someone with excellent judgement and sensitivity when managing complex or high-profile issues.
- A collaborative colleague who enjoys working across cultures and disciplines.
- Someone who combines creativity with attention to detail and quality.
- Comfortable operating in a fast-paced and evolving international environment

## Qualifications

We are open to candidates qualified by experience.

Willingness to learn and ability to learn quickly are considered more important than formal qualifications.

## Specific job skills and experience

### Essential

- Significant experience in a senior communications, marketing or corporate affairs leadership role.
- Experience developing and delivering organisation-wide communications strategies.
- Demonstrable experience of building and protecting organisational reputation.
- Significant media relations and public affairs experience.





- Experience managing brands across multiple markets and audiences.
- Strong experience leading digital communications, content and audience engagement strategies.
- Experience managing and developing communications teams.
- Exceptional writing, editing and storytelling skills.
- Experience advising senior executives and supporting high-profile stakeholders.
- Experience working across multiple countries or regions.

### Desirable

- Experience within the cultural heritage, arts, luxury, creative industries or international development sectors.
- Experience promoting premium consumer products or purpose-driven brands.
- Experience of communications in complex international environments.
- Experience supporting fundraising, philanthropy or donor engagement activities.

### Additional Requirements

- Fluent spoken and written English.
- Comfortable working remotely and internationally.
- Willingness and ability to be in London frequently, and to travel to countries of operation as required.
- Ability to build and maintain relationships with stakeholders across multiple regions and cultures.

This role is based full-time working from home in the UK, you will need to demonstrate your right to work in the UK to be considered for this role. You must also have access to an appropriate workspace within your home. Salary will be in the region of £52,000 to £65,000 per year, depending on experience.

To apply, please submit a current CV alongside a covering letter outlining how you fit the person profile, including your relevant experience. **Please combine your cover letter and CV as one pdf document.** Candidates should submit a covering letter and C.V. to: [vacancy@turquoisemountain.org](mailto:vacancy@turquoisemountain.org). In the subject line of the e-mail, please mention – ‘Head of Communications & Marketing’ and your last name.



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Please submit your application as soon as possible, but by no later than **4<sup>th</sup> October, 2026**. We reserve the right to bring the closing date forward in case of a large volume of applications.



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