



## Terms Of Reference

### Branding Expert (Trainer and Mentor)

#### Background

Turquoise Mountain is a non-profit, non-governmental organization established in 2006 to revive traditional crafts and historic areas and to provide jobs, skills, and opportunities through cultural heritage projects. By blending heritage buildings, education, and enterprise, Turquoise Mountain has created sustainable heritage places and livelihoods that support the revival of artisan industries. Turquoise Mountain now works in Afghanistan, Myanmar, Saudi Arabia, and the Levant. Since 2006, Turquoise Mountain has restored over 150 historic buildings, created employment for thousands of artisans and builders, built over 50 small businesses, and supported and generated over \$17 million in sales of traditional crafts to domestic and international markets.

Turquoise Mountain Levant works in Jordan, Palestine, and the wider region to support cultural heritage. We connect hundreds of artisans to new and sustainable markets, provide training and education in traditional crafts, and lead sustainable regeneration projects of historic buildings.

#### This Role

Turquoise Mountain is seeking a Branding Expert (Trainer and Mentor) to design and deliver a hands-on training and mentorship program for 10 Palestinian branding professionals, including both individuals and companies. The program will equip participants—who often have general commercial branding experience—with the **know-how** to create professional brand identities for Palestinian craft and artisanal businesses. Participants will learn to assess the unique needs of Palestinian craft and artisanal businesses and to develop visual brand identities that reflect their work, stories, heritage, and techniques, while aligning with local and global target markets. The program will also deepen participants' expertise in heritage- and craft-focused branding and product storytelling tailored to the Palestinian artisanal sector.

The program will be delivered in two phases. The first phase will consist of hands-on training for all 10 participants, covering the full branding cycle, including conducting a branding needs assessment and creating and upgrading brand identities. In the second phase, the top two participants will apply their learning by leading the end-to-end branding process for two to three artisanal businesses. This will include developing all branding elements, such as visual identity systems, logos, color palettes, typography, product storytelling, social media assets, and other related materials, while ensuring that each brand accurately reflects the artisan's unique identity, craft heritage, techniques, and market positioning.

## **Responsibilities:**

### **1. Collaboration with Local Cultural Heritage Expert**

- Work closely with a Palestinian cultural heritage expert to ensure contextual accuracy, cultural depth, and authenticity across all training content and branding approaches.
- Integrate heritage, creative industry, and artisanal knowledge into the training materials and practical exercises.

### **2. Needs Assessment and Training Materials Development**

- Conduct a training needs assessment of participants to identify skill gaps and capacity-building needs, ensuring that the program effectively addresses identified weaknesses.
- Develop practical, hands-on, and interactive training materials and manuals tailored to participants' skill levels.

### **3. Training Delivery**

- Design and deliver advanced, interactive training sessions that equip participants with the practical know-how to conduct branding needs assessments, develop and upgrade brand identities, incorporate Palestinian heritage and culture, and effectively communicate artisans' stories, while aligning branding strategies with local and global markets. These topics are indicative and may be expanded to include additional relevant areas based on participants' needs.
- Guide participants in developing practical branding concepts, frameworks, and strategies relevant to the artisanal and craft sectors.
- Ensure that the training is hands-on, engaging, and applied, using examples and case studies from real craft businesses to illustrate practical branding challenges and solutions.
- Provide continuous support throughout the training, assisting participants in applying learned concepts effectively to produce high-quality branding outputs.

### **4. Mentorship and Follow-up**

- Provide continuous guidance, feedback, and support to the top two participants during the applied branding work with two to three artisanal businesses.
- Monitor participants' progress and ensure they are effectively applying training concepts to achieve high-quality results.

### **5. Reporting**

- Prepare and submit a completion report in English, detailing activities, deliverables, and outcomes.

## **Contract Duration**

This consultancy will be implemented over a period of **two months (April–May 2026)**, comprising a total of eight working days (approximately eight hours per day), allocated as follows:

- **1 day** – Coordination and collaboration with the cultural heritage expert to gain an in-depth understanding of the Palestinian cultural heritage context.
- **2 days** – Development of structured training guidelines and materials based on the findings of the training needs assessment.
- **3 days** – Delivery of training sessions.
- **1 day** – Mentorship support for the top two selected local branding experts during Phase 2.
- **1 day** – Review of outcomes, evaluation of results, and submission of the final report covering both phases of the program.

### Qualifications

- Proven professional experience in branding, including logo design, color theory, typography, and other visual branding elements, with strong graphic design skills.
- Specialization in heritage, creative industries, and/or product design
- Strong understanding of the Palestinian context, Palestinian and/or Levantine cultural heritage, and heritage-based, culturally sensitive branding; ability to translate intangible cultural values into visual identities and cohesive brand systems .
- Proficiency in using online training platforms, such as Microsoft Teams.
- Demonstrated experience in delivering advanced training and mentorship programs.
- Excellent communication, facilitation, and interpersonal skills.
- Experience working with artisans, craftspeople, or creative producers is an advantage.
- Proficiency in relevant design software for developing or upgrading branding elements.
- Excellent command of spoken and written English; knowledge of Arabic is an added advantage.

### Location

- The consultancy will be delivered in a hybrid format, comprising 3 **(preferably in-person) training days in Bethlehem** and 5 **remote working days**.

### Application Pack

This call is open to all Palestinian and non-Palestinian individual consultants with relevant experience in similar assignments.

Please submit the following documents in **PDF format** to [vacancy.ps@turquoisemountain.org](mailto:vacancy.ps@turquoisemountain.org). The email subject line should read: **“Branding Expert – Trainer and Mentor.”**

#### 1. Technical Offer

- a. A brief technical proposal illustrating previous relevant experience and the proposed mentoring methodology and work plan for implementing this assignment.
- b. An updated résumé/CV of the consultant.

- c. Samples of deliverables from similar assignments previously conducted by the consultant (e.g., reports, training materials).
- 2. Financial Offer**
- a. Daily rate in USD, with a clear breakdown of days allocated for each task in this assignment.
  - b. The financial offer should be inclusive of all expenses required to complete this consultancy assignment (e.g., transportation, taxes, and other relevant costs).

### **Application Deadline**

- Please apply before 25<sup>th</sup> February 2026

*Turquoise Mountain is an equal opportunities employer. Persons with disabilities and women are encouraged to apply for this consultancy.*