

Turquoise Mountain Levant

Commercial Senior Marketing & Events Officer

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 revitalise traditions in regions of the world where artisanal heritage is endangered, and to connect people through heritage.

Turquoise Mountain is an organisation 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 revitalise their traditions by any means necessary, and to connect people across the world through heritage. The places where we work are complex and sometimes affected by conflict.

In Jordan, Syria & Palestine we have been operating since 2018, supporting hundreds of artisans, providing thousands of training opportunities, and over \$2m of direct sales domestically and internationally. We operate from Amman, Bethlehem, and will soon have active projects in Aleppo and Damascus.

Context

Reporting to the Regional Director, this role will focus on our commercial work, leveraging our content and media channels to bring ever increasing numbers of customers and clients to the showroom and webstore and increasing enquiries to our design team for commissions.

Our mission behind this is to keep growing the market opportunity for artisans, both in the region and internationally, and this role will be key in reaching this.

We are a small and growing team, so this person will need to be an ‘all-rounder’, for example creating a marketing strategy, producing content, and delivering events that raise our profile locally and regionally. The successful candidate will have access to an incredible world of fascinating crafts, incredible artisans and amazing stories – bringing this effectively to our audience will be the task, the big challenge will be selecting from such a rich legacy!

Later this year a new website and webstore will launch, and this role will be key in producing targeted campaigns that reach local, Gulf and international clients with products from the Levant.

Roles & responsibilities

1. Digital Channel Management

- a. Manage day-to-day content publishing across Instagram, Facebook, and LinkedIn.
- b. Engage with audiences, respond to inquiries, and maintain an active digital presence.
- c. Coordinate with the central communications team to align messaging and visual identity.
- d. Maintain content calendars in line with marketing and campaign goals.

2. Content Coordination

- a. Produce original digital content (photo, video, graphics, and copy) tailored to TM Levant’s commercial channels.

- b. Plan and shoot artisan stories, product highlights, behind-the-scenes moments, and campaign materials in line with TM's tone and guidelines.
- c. Edit reels, stories, and visual content using tools such as Adobe Creative Suite, Canva, CapCut, or similar platforms.
- d. Write and proofread engaging bilingual captions (Arabic/English), ensuring they are locally relevant and globally consistent.
- e. Maintain a content archive and ensure that assets are organized, accessible, and updated regularly.

3. Marketing Strategy & Execution

- a. Contribute to marketing plans and product launch campaigns.
- b. Track analytics and audience engagement to inform content and advertising strategy.
- c. Identify and act on trends, opportunities, and local partnerships to build brand visibility.

4. Event Support

- a. We are excited to share all that is going on, and the beauty and diversity of crafts and culture in the Levant – we often organise and host events at our venues in Amman and you will be responsible for leading these – the goal is to run one event per month all year around. These can include public and private-facing events (e.g., exhibitions, showroom activations, press visits).
- b. Coordinate invitations, RSVPs, logistics, and follow-up communications.

5. Community Outreach

- a. Collaborate with NGOs, schools, and universities to broaden engagement and build new audiences.
- b. Support institute-led campaigns when needed, coordinating with training program staff.

About the candidate

Our ideal candidate is likely in the early to mid-stage of their career and currently working in a company or organization in Jordan or the region. They have experience managing commercial or community-based marketing campaigns, producing engaging content, and supporting or leading the organization of events.

From this background, they bring strong execution skills and the ability to manage multiple workstreams simultaneously, balancing day-to-day activity with broader strategic planning.

They don't need to be an expert in cultural heritage, but they must be curious, agile, and highly collaborative. Most importantly, they should be someone who thrives on getting things done and brings a sharp eye for detail and quality.

Key Skills

- **Communication:** Excellent written and spoken Arabic and English, with the ability to craft clear, compelling messages and communicate confidently across teams and with external partners.

- **Content Creation:** Ability to generate creative ideas and produce content—text, visuals, or short-form video—that resonates with diverse audiences.
- **Digital Marketing:** Hands-on experience managing social media channels, scheduling content, and running or supporting paid campaigns. Knowledge of platforms like Meta Business Suite, Canva, and Mailchimp is a plus.
- **Project Management:** Comfortable coordinating timelines, managing tasks, and tracking deliverables—especially under tight deadlines.
- **Analytical Thinking:** Can interpret basic data insights (e.g. engagement metrics, ad performance) to inform content and campaign planning.
- **Events Coordination:** Experience helping plan and deliver public or private events that support brand visibility or community engagement.
- **Interpersonal & Teamwork:** A collaborative mindset, strong sense of accountability, and the ability to work with a diverse team across disciplines and geographies.

Application Requirements:

Interested candidates are invited to submit the following:

- An up-to-date **CV**
- A **cover letter** highlighting relevant experience and motivation for applying
- A **portfolio** showcasing previous work (e.g., social media campaigns, event coverage, or content samples)

All applications should be sent to: **vacancy@turquoisemountain.org**