



TURQUOISE MOUNTAIN

Communications Manager

UK – home based (with frequent in-person external meetings). Potential overseas travel.
Salary £34,000-39,000, depending on experience

Closing date for applications 9 April

Background

Turquoise Mountain was founded in 2006 by HRH The Prince of Wales to preserve and regenerate historic areas and communities with a rich cultural heritage and to revive traditional crafts, to create jobs, skills and a renewed sense of pride. Since 2006, Turquoise Mountain has restored 150 historic buildings, trained over 6,000 artisans, treated over 136,000 patients at our Kabul family health clinic, graduated hundreds of talented artisans, and supported and generated over \$15m in international sales for artisans. Turquoise Mountain has also curated major international exhibitions around the world, from the Museum of Islamic Art in Doha to the Smithsonian in Washington D.C. Turquoise Mountain has now helped build more than 50 small businesses in Afghanistan, Myanmar, and the Middle East, supporting a new generation of artisan entrepreneurs.

Context

Turquoise Mountain is seeking a new Communications Manager, based in the U.K. The purpose of this full-time role is to communicate Turquoise Mountain activities in Afghanistan, Myanmar, Jordan, and Saudi Arabia using traditional and social media channels, to a variety of global audiences, including customers of artisanal products, public and private donors, and audiences with an interest in the arts, culture, heritage, and international development. The Communications Manager will work closely with the fundraising team on donor communications and will also work with brands and commercial partners to build Turquoise Mountain's presence as a retail brand and seller of high-quality artisanal products. Therefore, an understanding of both the international development sector as well as high-end retail and hospitality brands would be a plus. The role will report to the Commercial Director.

Roles and responsibilities

With the support of the leadership team, the Communications Manager will develop an overarching communications strategy and will be responsible for its implementation. As Turquoise Mountain is a relatively small and close-knit organisation, the Communications Manager will be expected to have a flexible, practical, and 'hands on' approach to getting tasks completed. Responsibilities will include:

- Develop Turquoise Mountain's website, newsletter, and other global communications and marketing materials (across fundraising and sales)
- Build Turquoise Mountain's social media presence and set global strategy



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- Work internally to ensure coherence of messaging about Turquoise Mountain and appropriate use of brand assets, and externally with commercial partner communications teams
- Manage international media relations and develop contacts with media members
- Manage the central image and video archive
- Oversee the development of video and photographic content for Turquoise Mountain marketing and exhibitions, and support the development of in-country materials
- Draft monthly reports for the CEO and Founding Patron, ad-hoc reports for the Board of Trustees, and the annual report
- Coordinate the organisation's global impact reporting
- Assist the CEO and Country Directors in drafting proposals and grant reports for donors
- Coordinate global events and exhibitions
- Manage the UK Promotions budget
- Manage a part-time Communications Assistant and freelance Video Editors

Skills

- At least two years of relevant work experience
- Excellent verbal and written communications skills
- Proven project management and organisational skills
- Copywriting experience and an understanding of graphic design
- Experience with social media platforms and social media marketing
- Experience with search engine marketing and Google Analytics
- Knowledge of Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)
- Established media contacts a plus
- Interest in heritage and high-quality artisanal products as well as experience of working with retail and high-end hospitality brands a plus

Please send your CV to vacancy@turquoisemountain.org by 9 April.