



TURQUOISE MOUNTAIN

# Job Description and Person Profile

## 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 a fast-growing 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 revitalize 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.** They can generate **significant media and public attention but also remain poorly understood.**

Note that:

- The nature of our work, our founding story, and the places where we work generate **public and media interest** in Turquoise Mountain.
- Our staff is spread globally, working in country-offices or from home, many unable to travel. This requires **strong internal communications to create a global team** united in our mission to support artisans.
- One of our objectives is to support artisans to sustain a livelihood through heritage. **Commercial work** is one of the key ways in which we achieve this objective, bringing artisan products to higher-return international markets.
- We envision a world where **artisan voices** are leading the discussion about their heritage.

Turquoise Mountain, therefore, requires **exceptional communications leadership** that marries 1) charitable work in fascinating but complex places, 2) commercial marketing and PR, 3) internal communications that have the power to bring our disparate and culturally diverse teams together and 4) empowerment for artisan voices.

All of this with an exceptional sense of aesthetic. We work to protect and promote creativity, and the artisans we work with create beautiful pieces of work. For any communications output, there can be no compromise on creativity or aesthetic. Creativity and beauty is what we foster on the ground and this should shine through in any aspect of our communications, and work generally.



## TURQUOISE MOUNTAIN

### Job Description

<b>Job Title</b>	Global Communications Manager
<b>Department</b>	Global (central) team
<b>Team</b>	Global Operations
<b>Reports to (Line Manager)</b>	COO
<b>Job Purpose Summary</b>	The Global Communications Manager is pivotal in creating a strong communications strategy and team that unites the different parts of our work into a whole that is even more compelling than the sum of its parts.

### Key Responsibilities and Accountabilities

#### Global Strategy & Human Resources

- Working with senior management, complete and implement Turquoise Mountain's Global Communications Strategy.
- Build a central team to implement this strategy effectively and efficiently.
- Advocate for the global communications strategy with Turquoise Mountain leaders globally.
- Engage and rally communications colleagues working in our in-country teams to support and implement the global communications strategy.
- Assess where capacity globally is lacking and build capacity where it is needed to realise Turquoise Mountain's global communications strategy, through training, mentorship and other forms of support.

#### Media

- Manage international media enquiries and act as an advisor to the senior team in relation to press interest or opportunities.
- Pro-actively seek and foster appropriate media and press relationships and partnerships to promote the work of Turquoise Mountain and to support Turquoise Mountain to support artisans to thrive and to revitalise their traditions, and to connect people through heritage.

#### Communications

- Using the global communications strategy, lead review and updating of our key communications mechanisms, including the website, newsletters, and social media as well as marketing and commercial communications materials.
- Review communications procedures and brand guidelines across the countries Turquoise Mountain is active in, and work with in-country communications teams and management to update or create new procedures and guidelines in line with Turquoise Mountain's global strategy and with an eye on harmonisation.
- Act as Turquoise Mountain's lead copywriter and establish initiatives to assist others to copywrite to a high standard.
- Through engaging internal communications, support a strong and united global team in support of artisans and artisanal heritage where this is endangered.



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### Line-management

- Line-manage a team of two communications staff members in the central team who are active across social media, content creation, events communications, fundraising communications.

### Cross-working

- Country Communications Leads: lead, drive global change and improvement, support, and ensure high levels of coherence in communications and messaging, and accountability.
- Global MEAL Manager: support on the organisation's global impact reporting.
- Global HR Manager: work on transparent and inspiring internal communications.
- COO: assist on visuals and copywriting for reports for the Board of Trustees, the annual report, and founding patron.
- Creative team: support communications aspects of global events and exhibitions; work closely with the Creative Director to ensure Turquoise Mountain's aesthetic and creative vision across the organisation is aligned and agreed on widely.
- Finance: manage the Central Communications Budget.

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

### Person Profile

#### Job Title

Global Communications Manager

#### Professional approach:

A genuine business partner in approach, with natural leadership qualities and an ability to build teams, whether directly under their management or within the wider organisation.

#### Personal attributes:

Must be willing to travel to all areas in which we operate – Afghanistan, Myanmar, Saudi Arabia and the Levant. Although this is a home-based role, frequent travel will be required to work with our in-country teams.

The majority of Turquoise Mountain's central (Global) team work in the UK or Western Europe (GMT/ CET time zones), therefore it would be beneficial for the post-holder to live/ work within or close to these time zones.

Must be willing and able to work from home in a remote role.

Must have the ability, experience and judgement to work autonomously where required.

#### Specific job skills and experience:

##### Essential

- Extensive experience in a generalist communications leadership role within a complex multi-national organisation.



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- Experience of leading on the implementation of a communications strategy.
- Demonstrable experience of high-quality copywriting in an organisation with complex messaging, and multiple diverse audiences.
- Experience of managing press relationships and the ability to advise the senior team on how to manage press interest.
- Experience of developing stakeholder relationships both internally and externally.
- Experience of managing events and/ or tradeshow.
- Attested leadership in communications.

### **Desirable**

- Experience of working in the INGO community.
- Experience of working with or in any of our countries/ areas of operation – Afghanistan, Myanmar, Saudi Arabia, the Levant.
- Experience of working on fundraising initiatives and/ or events.

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

Confident user of MS Office applications including Word, Excel, PowerPoint, SharePoint, Outlook, Teams.

Able to form relationships and connect with stakeholders remotely.

### **Literacy, Numeracy and Language skills:**

Must have exceptional communication skills.

Exceptional written English is essential to this role.

The ability to communicate with stakeholders at all levels of the organisation is essential.

### **Management Abilities:**

Experience of managing a team.

Ability to contribute to the management of dispersed, in-country, communications colleagues.

Experience of matrix management or similar (e.g. project team management) would be beneficial.

The position is offered as a full-time (37.5hrs per week), permanent vacancy. Candidates must have the appropriate right to work in their country of residence to be considered for this role.

### **Application:**

**The position is offered as a full-time (37.5hrs per week), permanent vacancy. Candidates must have the appropriate right to work in their country of residence to be considered for this role.**

**UK-based : £53,000 GBP**



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**Other locations: Competitive compensation in line with local benchmarking**

To apply, please send a CV and covering letter to [vacancy@turquoisemountain.org](mailto:vacancy@turquoisemountain.org)