



Job specification

Job description

Job title	Content Executive		
Department/Team	Marcomms & Supporter Engagement		
Job Family	CCS - Communication & Campaign Services	Job Code	CCS 005
Reporting to	Communications and PR Manager		
No. of direct reports	N/A	Budget holder responsibility	N/A
Location	Kenya, Rwanda, Uganda, Ethiopia (hybrid working - regular attendance at the nearest Ripple Effect office is required) Regular content gathering trips across all countries where we work is required.		
Grade	5		

Contract type	Permanent	Hours	40 hrs pw
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Role purpose

To develop and deliver high-quality, audience-focused content that enhances Ripple Effect's visibility, credibility and engagement with supporters, partners and other stakeholders. The Content Executive will identify, gather and transform programme stories, interviews, photography and video into compelling content and communications that demonstrate impact, strengthen supporter connections, support fundraising objectives, and amplify the voices of the communities we support. Through powerful storytelling and creative content production, the role will help grow Ripple Effect's brand, income and influence while ensuring all communications authentically, accurately and ethically reflect programme impact.

Key responsibilities

Content planning	Support the development and delivery of Ripple Effect's content strategy, ensuring content activities align with organisational, fundraising, advocacy and supporter engagement objectives.
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	• Analyse audience insights, engagement data and sector trends to understand audience needs, interests and behaviours, and use findings to inform content planning and messaging. • Maintain and manage content calendars to ensure the consistent and timely delivery of content across channels, campaigns and key organisational moments. • Support the planning and delivery of integrated campaigns, appeals, events and communications activities through effective content scheduling and coordination. • Build strong relationships with programme staff to facilitate a regular flow of stories, photography, video and impact evidence from across Ripple Effect's country programmes. • Work proactively with programme teams and colleagues across the charity to identify, plan and develop stories, case studies and content opportunities that demonstrate programme impact, learning and organisational priorities throughout the programme cycle. • Develop and coordinate content gathering plans and processes in collaboration with country teams, ensuring content is accurate, timely, audience-focused and aligned with organisational messaging, while supporting organisational, fundraising, influence, partnership and supporter engagement objectives.
Brand management	• Maintain a strong understanding of Ripple Effect's brand identity, tone of voice, visual standards and messaging framework. • Act as a brand guardian, supporting colleagues and external partners to apply brand guidelines consistently across all communications and marketing materials. • Provide advice and guidance on branding, storytelling and content presentation to ensure consistency and quality across all audiences and channels. • Support the development and implementation of brand resources, templates and guidance materials.
Content creation	• Create engaging written, visual and multimedia content for online and offline channels, including stories, case studies, blogs, social media content, email communications, presentations, publications and campaign materials. • Work with colleagues to source and develop high-quality stories, images, videos and case studies from programmes and

	projects, ensuring appropriate consent and permissions are obtained. • Support the creation of fundraising, supporter engagement, influence and organisational communications materials that inspire action, demonstrate impact and strengthen Ripple Effect's profile. • Collaborate with the Digital Content Executive to develop branded templates and resources using Canva, Adobe Creative Suite and other design tools. • Support the production of key organisational publications, including the Annual Review, impact reports and partner funding collateral. • Coordinate external suppliers, freelancers and creative agencies involved in content production, ensuring outputs are delivered on time, within budget and to agreed standards. • Adapt content for different audiences, channels and markets while maintaining consistency of messaging and brand voice. • Ensure all content adheres to Ripple Effect's ethical storytelling, safeguarding, inclusivity, diversity and language guidelines. • Develop raw interviews, case studies, programme information, photography and video footage into compelling stories and content assets for fundraising, supporter engagement, marketing, communications, partnerships and institutional funding proposals. • Identify key messages, themes and narratives that effectively communicate programme impact while remaining authentic, accurate and audience-focused. • Work collaboratively with fundraising, programme and communications colleagues across the charity to develop compelling content, case studies and storytelling assets that demonstrate impact, engage audiences, strengthen donor and supporter relationships, support funding applications and partnership development, and contribute to organisational objectives.
Photography & videography production	• Lead the development of compelling visual storytelling assets, including photography, film and multimedia content, from initial concept and content capture through to editing and final production, demonstrating programme impact and supporting fundraising, supporter engagement, advocacy and partnership objectives.

	• Plan and deliver content capture projects from concept development and storyboarding through to filming, interviewing, editing and final production. • Work closely with the Comms & PR Manager to develop creative concepts and visual storytelling approaches that bring Ripple Effect's work to life. • Train and support colleagues and partners to capture high-quality photography and video content that meets organisational standards and storytelling requirements. • Manage translation and transcription requirements for stories, interviews and audiovisual content. • Edit and produce multimedia assets suitable for use across fundraising, supporter engagement, communications, digital and media channels. • Manage production budgets effectively, ensuring best value and compliance with organisational financial procedures. • Lead the planning and coordination of content gathering trips, including defining objectives, identifying story opportunities, developing interview guides and shot lists, arranging logistics, and ensuring appropriate safeguarding and consent procedures are followed. • Gather and develop authentic stories of change by conducting interviews with farmers, community members, partners and staff, and capturing high-quality photography, video and supporting content that demonstrates programme impact and can be transformed into compelling communications, fundraising, influence and partnership materials. • Produce post-trip content summaries and recommendations to maximise the use and value of content gathered.
Content library and asset management	• Manage and maintain Ripple Effect's content library, ensuring stories, images, videos and associated documentation are organised, searchable and accessible. • Support colleagues to access and use content effectively, providing advice on asset selection and application. • Maintain content records in line with data protection, safeguarding and retention requirements. • Maintain a pipeline of stories, photography and video assets to support planned and reactive fundraising, communications and marketing requirements. • Ensure all content assets are accurately captioned, catalogued, tagged and supported by relevant metadata, contextual information, consent documentation and usage permissions,

	enabling effective management, accessibility and future use across the organisation.
Stakeholder engagement and collaboration	• Build effective working relationships with programme teams, fundraising colleagues, communications teams and external partners to facilitate content gathering, storytelling and communications objectives. • Act as a key point of contact for content requests, ensuring priorities are managed effectively and deadlines are met. • Champion storytelling across the organisation, encouraging staff and partners to share impactful stories and content ideas. • Support capacity building among colleagues and partners in content creation, ethical storytelling and brand application.
Monitoring, evaluation and learning	• Monitor and report on the performance of content and storytelling activities across communications channels, using insights to inform future content planning and improve audience engagement. • Evaluate content activities against agreed objectives and key performance indicators. • Share learning, audience insights and examples of effective storytelling with colleagues to support continuous improvement. • Keep up to date with developments, best practice and emerging trends in content creation, storytelling, photography, videography and charity communications.
Other duties	• Ensure compliance with Ripple Effect policies, procedures and all relevant legislation, including safeguarding and data protection requirements. • Act at all times in accordance with Ripple Effect's values and Africa Forward Together approach. • Ensure all content is captured, managed and shared in a respectful, ethical and empowering manner, in line with Ripple Effect's safeguarding, ethical storytelling, inclusivity, diversity, language and data protection standards, and oversee the accurate recording and management of informed consent, usage permissions and related content documentation. • Undertake any other duties in line with the role as reasonably requested by the line manager.

Safeguarding

At Ripple Effect, we are committed to creating a safe and rewarding environment for all of our people, including staff, participants, partners, volunteers, children, and vulnerable adults. It is a shared responsibility to ensure that everyone is treated properly and protected from harm, exploitation, and abuse. To fulfil this commitment, we have established a robust Safeguarding Policy that everyone working with us is expected to follow, along with a confidential whistle-blowing procedure that allows individuals to raise any concerns they may have.

Person specification

Experience and knowledge

Essential:

- Bachelor's degree in communications, Journalism, Media Studies, Marketing, Public Relations, International Development, Film Production, or a related discipline.
- Minimum of three years' professional experience in photography, videography and visual content production, including the use of Adobe Creative Suite, Canva and other design tools to create, edit and produce high-quality multimedia and branded assets for communications, fundraising, marketing and supporter engagement purposes.
- Experience in a content, communications, marketing, storytelling or related role, ideally within the NGO, international development, charity or social impact sector.
- Proven experience developing and producing high-quality written, visual and multimedia content.
- Experience identifying, gathering and developing stories, case studies and impact-focused content for communications, fundraising, supporter engagement and marketing purposes.
- Experience planning and delivering content gathering activities, including conducting interviews and sourcing content from programme participants and stakeholders.
- Experience creating compelling visual storytelling assets from concept development and storyboarding through to final production.
- Experience working collaboratively with programme teams, colleagues and external contributors to produce engaging and accurate content.
- Experience providing guidance, training or support to colleagues and contributors on content gathering, storytelling, photography, videography and brand standards.
- Experience managing consent processes and content permissions in line with data protection legislation, safeguarding requirements and ethical storytelling principles.
- Experience managing budgets and coordinating the procurement, use and maintenance of photography and videography equipment, including cameras, audio equipment and drones where applicable.
- Understanding of audience-focused communications and the ability to tailor content for different channels and stakeholder groups.
- Knowledge of best practice in ethical storytelling, safeguarding and inclusive communications.

Desirable:

- Experience working within an international NGO, international development charity or humanitarian organisation.
 - Experience working across multiple countries, cultures or geographically dispersed teams.
 - Experience producing content that supports fundraising campaigns, donor stewardship, institutional funding proposals or partnership development.
 - Experience coordinating content gathering trips and working directly with programme participants in rural or community-based settings.
 - Knowledge of communications and development issues affecting rural communities and smallholder farmers in East Africa.
 - Experience commissioning and managing external photographers, videographers, designers or creative agencies.
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Skills and attributes**Essential:**

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- Exceptional storytelling skills, with the ability to identify, develop and communicate compelling narratives that demonstrate impact and inspire action.
 - Strong creative judgement and the ability to transform complex programme information, interviews, case studies, photography and video footage into engaging content for a range of audiences and channels.
 - Excellent written, verbal and visual communication skills, with a high level of attention to detail.
 - Strong interviewing and relationship-building skills, with the confidence to engage effectively and sensitively with project participants, partners, community members and colleagues.
 - Ability to approach storytelling with sensitivity, empathy and dignity, ensuring individuals and communities are represented authentically, ethically and respectfully.
 - Strong photography, videography and visual content creation skills, with an eye for compelling imagery and storytelling.
 - Proficiency in Adobe Creative Suite, Canva and other content creation and design tools to produce high-quality multimedia and branded assets.
 - Ability to adapt content, messaging and storytelling approaches for diverse audiences, cultures and contexts, including supporters, donors, institutional funders, partners, media and the public.
 - Strong organisational and project management skills, with the ability to manage multiple priorities, deadlines and content requests simultaneously.
 - Ability to plan and coordinate content gathering activities, including field visits, content capture projects and stakeholder engagement.
 - Strong stakeholder management skills and the ability to build collaborative relationships with colleagues, partners and external suppliers across multiple countries and cultures.
 - Ability to work independently, use initiative and make sound operational decisions while recognising when to seek guidance on more complex or strategic issues.
 - Experience and confidence in briefing, commissioning and managing external photographers, videographers, designers and other creative suppliers.

- Ability to provide guidance, support and informal training to colleagues on content gathering, storytelling, visual communications and brand standards.
- Commitment to safeguarding, ethical storytelling, data protection and responsible content production.
- Flexibility to work in a hybrid environment and adapt to changing priorities and organisational needs.
- Willingness and ability to travel, including occasional evenings and weekends, to support content gathering and organisational activities.
- Commitment to Ripple Effect's mission, vision and values.

Desirable

- Understanding of international development, sustainable agriculture and rural livelihoods.
- Knowledge of fundraising communications and donor engagement principles.
- Experience working in cross-cultural and geographically dispersed teams.
- Understanding of communications challenges and opportunities within the NGO and international development sectors.
- Knowledge of East African contexts and cultures.

Equal opportunities

Ripple Effect is dedicated to fostering an inclusive environment, and we welcome applications from all individuals, embracing diversity in all its forms.

Updated: August 2026