



Job specification

Job description

Job title	Communications & PR Manager		
Department/Team	Marcomms & Supporter Engagement		
Job Family	CCS - Communication & Campaign Services	Job Code	CCS007
Reporting to	Head of Marcomms and Supporter Engagement		
No. of direct reports	2	Budget holder responsibility	Yes
Location	Kenya (hybrid working - regular attendance at the nearest Ripple Effect office required and Hub office) Travel within Kenya and across all countries where we work as needed to support storytelling and content gathering.		
Grade	6		

Contract type	Permanent	Hours	40 hrs pw
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Role purpose

The Communications & PR Manager leads Ripple Effect's communications, media relations, brand and storytelling activities, strengthening the organisation's reputation, visibility, influence and supporter engagement. Combining strategic leadership with hands-on delivery, the role is responsible for securing media coverage, managing external communications, overseeing brand and content production, and translating complex development work into compelling stories that inspire action.

Working closely with global fundraising, programme and leadership teams, the role will build relationships with media and key stakeholders, champion ethical storytelling, and lead communications campaigns that amplify community voices, raise awareness, strengthen partnerships and help generate sustainable funding to support Ripple Effect's mission.

Key responsibilities

Storytelling, PR and media relations strategy	Lead the development and delivery of Ripple Effect's storytelling, communications, PR and influence strategies, ensuring all activities support organisational priorities, fundraising objectives, audience engagement and organisational growth.
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	• Develop and maintain Ripple Effect's organisational narrative, key messages and communications framework, ensuring a consistent and compelling voice across fundraising, programmes, campaigns, media relations and stakeholder communications. • Oversee the content and storytelling calendar, working with colleagues across the organisation to identify, develop and promote authentic, ethical stories and creative campaigns that amplify community voices, inspire action and demonstrate impact. • Lead proactive and reactive media relations, acting as the primary media contact; building relationships with journalists, influencers and partners; securing media opportunities; pitching stories and thought leadership content; and positioning Ripple Effect as a trusted voice in sustainable agriculture, livelihoods and international development. • Lead crisis communications and reputation management, proactively identifying risks and opportunities, managing sensitive communications issues and advising senior leaders on media and reputational matters. • Support senior leaders, programme teams and fundraising colleagues with media engagement, public speaking opportunities, stakeholder communications and media training where required. • Work closely with fundraising teams to develop integrated campaigns, donor communications and awareness initiatives that strengthen supporter engagement, partnerships and income generation. • Support the Content Executive role to commission and manage photographers, videographers, journalists, content creators and agencies where required to gather stories and produce content. • Support internal communications activities that strengthen staff engagement, promote organisational priorities, share organisational achievements and encourage colleagues to act as ambassadors for the Ripple Effect brand.
Brand leadership	• Lead the development, management and evolution of Ripple Effect's global brand, positioning, messaging, language, tone of voice and value proposition, ensuring communications remain relevant, distinctive and aligned with organisational strategy. • Act as the organisation's senior brand guardian, driving brand awareness and consistency across all communications, fundraising, programme and stakeholder materials. • Provide guidance, training and support to colleagues and external partners to ensure effective and consistent application of the brand.

	• Own and evolve Ripple Effect's organisational positioning, messaging architecture and value proposition, ensuring clear and consistent communication of the charity's mission, impact and distinctiveness.
Ethical storytelling & content production	• Oversee content gathering and production across the organisation, ensuring the development of high-quality written, visual and multimedia content that supports fundraising, influencing, partnership development and supporter engagement objectives. • Work closely with programme teams, local partners and communities to identify and develop authentic, empowering stories that accurately reflect lived experiences and demonstrate impact. • Lead the production of key organisational publications, appeals, reports, case studies, leadership communications and strategic storytelling assets for fundraising, advocacy, institutional funding and partnership opportunities. • Ensure all storytelling and content production adheres to safeguarding, ethical storytelling, informed consent and data protection requirements, while keeping community voices and experiences at the heart of communications. • Provide copywriting, storytelling and communications training to colleagues across the organisation and oversee the commissioning of external agencies, photographers, videographers and content creators where required.
Leadership and team management	• Line manage and develop the Content Executive and Communications Executive. • Lead the annual performance and development review process, supporting individual growth and identifying learning and development opportunities. • Set, monitor and review performance objectives and KPIs for direct reports in line with team and organisational goals. • Foster a high-performing, collaborative and inclusive team culture that encourages creativity, innovation and continuous learning. • Embed a test-and-learn culture that promotes experimentation, insight-led decision making and continuous improvement across communications channels and activities. • Provide strategic leadership and direction for the charity's storytelling, content and media relations activity, ensuring resources are focused on areas of greatest organisational impact. • Support succession planning, skills development and capacity building within the communications team.

	• Contribute to departmental and organisational planning, ensuring communications, PR and storytelling activities are aligned with strategic priorities and organisational goals. • Work collaboratively with senior leaders to identify strategic communications opportunities that support organisational growth, influence and impact.
Reporting, insight and evaluation	• Monitor and evaluate media coverage, storytelling performance and audience engagement using agreed metrics and KPIs. • Use audience, performance and media insights to refine communications, storytelling and PR approaches. • Produce regular reports and recommendations that demonstrate the contribution of communications and PR activity to organisational objectives. • Track brand awareness, media sentiment and share of voice to inform strategic communications planning. • Identify trends, audience behaviours and emerging opportunities to strengthen engagement, influence and fundraising outcomes. • Use supporter, donor, media and stakeholder insights to inform communications planning, audience targeting and campaign development.
Innovation and research	• Research and test emerging storytelling techniques, creative approaches and communications innovations. • Stay informed about best practice in communications, public relations, media relations, storytelling and content marketing. • Explore opportunities to leverage new technologies, platforms and formats to increase engagement and reach. • Champion innovation and continuous improvement in how Ripple Effect communicates its impact and mission.
Budget and resource management	• Set, manage, monitor and reforecast communications and PR budgets, ensuring effective use of resources and value for money. • Monitor expenditure and supplier performance, ensuring activities are delivered within agreed budgets and timelines. • Manage agency, freelancer and supplier relationships to maximise quality, efficiency and return on investment. • Evaluate the impact and effectiveness of communications investment and make recommendations for future resource allocation.
Other duties	▪ Ensure compliance with Ripple Effect policies and all relevant legislation. ▪ Act at all times according to Ripple Effect's values and in support of its Africa Forward Together approach.

	▪ To undertake other duties of a similar nature as reasonably required by the line manager.
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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 (or equivalent qualification) in Communications, Public Relations, Journalism, Marketing or a related discipline.
- Evidence of continuing professional development in communications, public relations, media relations or marketing.
- Significant experience in communications, public relations, journalism, media relations or brand communications roles, ideally within the charity, NGO, international development, humanitarian or social impact sector.
- Proven experience developing and delivering communications, PR and media strategies that increase awareness, strengthen reputation and support organisational, fundraising and influencing objectives.
- Strong media relations experience, including building relationships with journalists, editors and media outlets, securing positive media coverage, developing press materials and managing media enquiries.
- Proven experience working in journalism, public relations, media relations, communications, content, editorial or related roles involving storytelling, media engagement and reputation management.
- Exceptional interviewing, writing and editing skills, with the ability to translate complex, technical or sensitive topics into engaging, audience-focused content.
- Proven experience developing compelling narratives and storytelling approaches that engage supporters, donors, partners, policymakers and the media.
- Experience writing high-quality content for a range of channels and audiences, including campaigns, fundraising appeals, press releases, opinion pieces, publications, reports, websites, digital channels and supporter communications.
- Experience supporting fundraising, donor engagement or direct response campaigns through strategic communications and compelling storytelling.

- Experience developing and maintaining key organisational messaging, brand positioning and communications frameworks.
- Experience managing reputational issues, sensitive communications and crisis communications activity.
- Demonstrable experience influencing and collaborating with stakeholders at all levels across diverse cultures, countries and organisational functions.
- Strong understanding of informed consent, safeguarding, dignity-led storytelling, ethical communications, equity, diversity and inclusion within an international development context.
- Experience managing external suppliers, agencies, journalists, photographers, videographers and other creative contributors.
- Experience designing and delivering communications, storytelling or media training for colleagues and stakeholders.
- Experience managing, coaching and developing staff and leading high-performing teams.
- Experience using audience insights, data and evaluation to improve communications performance and inform strategic decision-making.

Desirable:

- Experience working within an international NGO, international development, humanitarian or agricultural development organisation.
- Experience securing UK, international and sector media coverage and managing media relationships across multiple markets.
- Experience supporting thought leadership, policy communications, advocacy or influencing campaigns.
- Experience managing communications during organisational change, emergencies or high-profile reputational issues.
- Knowledge of sustainable agriculture, rural livelihoods, climate resilience or food security issues.
- Experience working across Africa or within multicultural and geographically dispersed teams.
- Experience managing brand development, brand reputation and organisational positioning.
- Understanding of fundraising communications across individual giving, trusts and foundations, institutional funding and corporate partnerships.
- Experience using media monitoring, analytics and communications evaluation tools to measure impact and inform strategy.

Skills and attributes

Essential:

- Exceptional writing, editing, storytelling and proofreading skills, with the ability to create compelling content across a range of channels, audiences and formats.
- Outstanding verbal and written communication skills, with the ability to influence, engage and build credibility with internal and external stakeholders.
- Strong media relations and PR skills, including news sense, story development, media pitching, spokesperson support and reputation management.
- Proven ability to translate complex, technical or sensitive information into clear, accessible and engaging content that inspires action.

- Excellent storytelling skills, with a strong understanding of narrative development, audience engagement and behaviour change communications.
- Strong understanding and application of ethical storytelling principles, including informed consent, dignity, safeguarding, representation and inclusion.
- Ability to develop audience-focused communications that resonate with supporters, donors, partners, policymakers, media and the wider public.
- Strong stakeholder management and relationship-building skills, with the ability to collaborate effectively across different teams, cultures and geographical locations.
- Strong strategic thinking skills, with the ability to identify opportunities, solve problems and align communications activities to organisational objectives.
- Excellent project management and organisational skills, with the ability to manage multiple priorities, campaigns and deadlines simultaneously.
- Ability to lead, motivate and develop team members while fostering a collaborative, inclusive and high-performing team culture.
- Experience commissioning, briefing and managing external suppliers, including agencies, journalists, photographers, videographers, designers and content creators.
- Strong decision-making skills, with the ability to exercise sound judgement and manage sensitive or reputationally complex issues.
- Ability to use insight, audience data and performance metrics to inform communications planning and continuous improvement.
- Proactive, creative and solutions-focused, with a commitment to innovation and continuous learning.
- Flexibility to work in a hybrid environment and adapt to changing organisational priorities.
- Willingness and ability to travel including occasional out-of-hours work, as required.
- Commitment to Ripple Effect's mission, vision and values.
- A passion for amplifying community voices and ensuring ethical, authentic and impactful communications.

Equal opportunities

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

Created: August 2026