



# Chief Executive Officer (CEO)

February 2025

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## About WWF Kenya

WWF (World Wide Fund for Nature) is the world's largest international conservation organization, working in over 100 countries with nearly 6 million members.

WWF has contributed to conservation in Kenya since 1961 and established its country presence in 1986. Since, WWF Kenya has been dedicated to protecting nature while ensuring harmony between conservation and community well-being.

In 2016, WWF Kenya was established as National Organisation registered with the Non Governmental Organisation Coordination Board.

WWF Kenya is a dynamic national organization with a committed and talented group of professionals, a highly qualified national board of directors, and a diversity of allies and partners, working together to mobilize transformative strategies.

WWF Kenya is a respected and active actor in the WWF global network, striving to uphold the global WWF mission and values: respect, collaboration, courage, and integrity. We strive for impact, listen deeply, collaborate openly, and innovate fearlessly.

More about WWF Kenya on our [website](#).

## Message from the Chair of the Board, WWF Kenya

The effects of climate change and nature loss on sustainable development at local and national levels are evident across Kenya, as they are globally.

At WWF Kenya, we are deeply committed to addressing these challenges. We work in close partnership with the government, civil society, the private sector, and local communities to safeguard biodiversity and promote sustainable management of natural resources.



We are now seeking a visionary leader to take the helm as CEO of WWF Kenya. This individual will lead a dedicated team in advancing our mission and strengthening the impact of our programs, ensuring a lasting and positive difference for both people and the environment.

This brochure outlines the competencies and people skills we are looking for in the ideal candidate. However, it is important to emphasize that this is not just a job; it is a unique opportunity to lead a purpose-driven organization with passion, courage, and unwavering commitment. As CEO, you will play a pivotal role in shaping a future where both nature and people thrive.

If this mission aligns with your experience and values, we encourage you to apply and join us in this transformative journey.

Warm regards,

**Isaac Awuondo**  
**Chair of the Board**

## The Culture

WWF Kenya is more than an organization; it is a passionate community united by a commitment to a sustainable future. Our culture blends purpose with strong relationships, where teamwork, innovation, and continuous learning drive progress. We celebrate achievements while embracing adaptability and new ideas. The ideal CEO will embody this spirit, leading with empathy, vision, and agility.

## The Role

**Role:** Chief Executive Officer

**Location:** Nairobi - Kenya

**Salary:** Competitive



## Job Summary

We seek an inspiring leader who combines strategic foresight with heartfelt leadership. The CEO will champion WWF Kenya's vision, engage a diverse range of stakeholders, and drive meaningful impact in conservation and sustainable development. This role demands exceptional communication, relationship-building, and problem-solving skills to foster collaboration across public, private, and civil society sectors.

## Key Relationships

**Reports to:** Board of Directors (via Chairman)

**Direct Reports:** Heads of Functions

**Indirect Reports:** Entire WWF Kenya team (~150 staff)

**Internal:** Board of Directors, Strategic Leadership Team, WWF Global Network

**External:** Government entities, corporate sector, donors, NGOs, community organizations, and media

## Responsibilities

### 1. Vision & Strategic Leadership

- Lead WWF Kenya's strategic direction, ensuring alignment with global goals and national realities.
- Strengthen partnerships, foster innovation, and amplify conservation efforts.

### 2. Representation & Advocacy

- Act as the face of WWF Kenya locally and internationally, cultivating strategic alliances.
- Influence policies, mobilize resources, and expand community engagement in conservation.



### 3. Organizational Growth & Development

- Build and lead a high-performing team, fostering a culture of collaboration, learning, and excellence.
- Secure sustainable funding from diverse sources, ensuring financial resilience.
- Uphold WWF's values and environmental, social, and legal commitments.

### 4. Operational Excellence

- Ensure WWF Kenya operates with efficiency, transparency, and accountability.
- Oversee risk management, governance, and compliance with legal and regulatory frameworks.

### 5. Board Engagement

- Partner with the Board to shape WWF Kenya's strategy, ensuring strong governance.
- Provide timely insights, risk analysis, and strategic recommendations.

## Candidate Profile

### Experience & Qualifications

- **Experience in sustainable development (ideally with conservation experience) including:**
  - Strategic planning and the development, execution and evaluation of large projects and programs (over \$5 million).
  - Understanding risk analysis, safeguards, and socio-environmental policies.
- **Significant achievements in performance leadership roles with complex organisations.**
  - Preferably national or international NGOs.
  - Capacity and experience in the management of multidisciplinary and multi-cultural teams.



## Key Leadership Qualities

- **Strategic & Inspirational Leadership:** Builds consensus, influences change, and drives impact.
- **People-Centered Management:** Empowers and nurtures teams while maintaining high performance.
- **Results-Oriented Execution:** Ensures measurable progress through accountability and innovation.
- **Cross-Scale Agility:** Balances on-the-ground conservation with high-level policy engagement.
- **Values-Driven & Empathetic:** Leads with authenticity, fostering strong partnerships and trust.

## How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the “Apply” button on the job advert page, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process.

The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Documents Name-Date (mmyy)-WWFKenya e.g., Sara-Mohamed-CV-0225-WWFKenya or Sara-Mohamed-CoverLetter-0225-WWFKenya.

## Timeline

<b>Closing Date:</b>	18th June 2025 ( <i>Applications will be assessed on an ongoing basis</i> )
<b>First Stage (Online) Interviews:</b>	Ongoing in June 2025
<b>Final Interviews (F2F in Nairobi):</b>	TBC (most likely 2nd week of July 2025)



## Selection Process

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the role email to their safe senders list and regularly check their spam folder.

## Equality Statement

Equality and diversity are at the core of WWF Kenya's values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

## Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email at [mbillanou@oxfordhr.com](mailto:mbillanou@oxfordhr.com) in the first instance.

## About Oxford HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have.

Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organization's mission and success. We work across the globe to search for and support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions. Learn more at: [oxfordhr.com](https://oxfordhr.com)