



GLOBAL DIRECTOR – INCOME GENERATION AND ENGAGEMENT

November 2025



ABOUT RIPPLE EFFECT

Ripple Effect empowers families in rural Africa to learn more, grow more and sell more, transforming their lives while protecting their environment. Families share what they know and have with their neighbours and wider communities, so that for each family we work with directly we know that three more will benefit. This is the ripple effect of our work and your support.

With three areas of expertise; sustainable agriculture, gender and social inclusion, and enterprise development, their work not only improves nutrition and incomes, but also keeps kids in school, improves water and sanitation and helps communities adapt to the devastating impacts of climate change.

At Ripple Effect, we believe that the most impactful fundraising decisions are made by those close to the work our donor's support. This belief underpins our **Africa Forward Together** approach, a cornerstone of our 2030 strategy, which sets our ambition that by 2030 our initiatives are guided and directed by our talented and experienced African team. In August 2021, we established our Africa Hub office in Nairobi, led by our Africa Director, to provide leadership and coordination for our work in six African countries Kenya,

Uganda, Rwanda, Burundi, Ethiopia, and through a partner NGO in Zambia. The Africa Hub is supported by an Africa Board, which collaborates with our country Boards in Africa and the USA, and the Ripple Effect International Board.

VISION

A confident, thriving and sustainable rural Africa.

MISSION

To inspire and equip African communities to transform lives and protect the planet.

OUR VALUES

Integrity – Acting with honesty, fairness and honour in all that we do, and treating everyone with equal respect.

Compassion – Believing that every person deserves a life worth living, we are driven by empathy, humanity, and justice towards people and planet.

Accountability – Valuing the support and resources given to us, acting responsibly to ensure we use these with care and consideration.

THE ROLE

ROLE: Global Director – Income Generation and Engagement

LOCATION: Nairobi, Kenya

SALARY: KES 967,000- 1,025,000 gross per month.

OTHER: You must have the right to live and work in Kenya.





ROLE PURPOSE

The Global Director Income Generation and Engagement is a new position that has been created and will lead the implementation and further development of Ripple Effect's income generation and brand / marketing communications strategies, ensuring alignment with the charity's mission and strategic goals, and the successful delivery of sustainable income growth.

The Global Director - Income Generation and Engagement (to be based in Nairobi) will be a member of the global Senior Leadership Team of Ripple Effect and will also tap into the Africa Senior Management Team. The role will report to Ripple Effect International CEO (UK Based) and is a peer to the Finance and Resources Director and the Africa Director. This role will convene the Income and Engagement Leadership Team which brings together the Heads and Leads of fundraising and marcomms functions based in the UK and globally.

The Global Income Generation and Engagement Director will be accountable for all the Income and Engagement activities of Ripple Effect. The role will require extensive experience in international fundraising, particularly in philanthropic and institutional fundraising, including multi-country funding and consortia funding, and the ability to work across different cultural contexts to achieve Ripple Effect's global fundraising objectives.

RESPONSIBILITIES

STRATEGIC LEADERSHIP AND DIRECTION

- **Strategy Development:** Oversee and lead all income generation activity within Ripple Effect, including shaping and delivery of the ten-year Income Generation strategy, ensuring that fundraising efforts are localised and community-focused and that all departmental, market, and country plans align to achieve the Ripple Effect's 'Africa Forward Together' priority
- **Strategy Delivery and Execution:** Hold overall accountability for the delivery of both the income generation strategy and marketing/communications strategy on behalf of the Senior Leadership Team.
- **Strategy Management and Coordination:** Ensure that the skills, knowledge, and experience held in the different fundraising teams are effectively bridged globally so that all teams benefit from peer learning and being part of a global fundraising and communication function
- **Strategy Expansion:** Drive the expansion of our fundraising success into multi-country, strategic and thematic funding alongside funding for projects at a country level.
- **Change Management and Leadership:** Lead change management initiatives to embed new ways of working and challenge existing norms around income generation within your directorate and the wider organisation.

GLOBAL FUNDRAISING AND INCOME GENERATION

- **Income Generation:** Drive a new business/commercial dynamic to all high-value funding sources. Ensure those principles of commerciality are applied across the Income and Engagement directorate and beyond. Build and drive a social enterprise.
- **Global Income Strategy & Delivery:** Oversee and lead all income generation activity within the Ripple Effect, including shaping and

delivery of the ten-year Income Generation strategy, ensuring all departmental, market, and country plans align to achieve the charity's overall income generation goals.

- **Fundraising:** Drive the growth of applications and initiatives to secure multi-country, thematic, strategic and/or core funding.
- **External Representation:** Be the front-face of income generation for Ripple Effect working with programmatic colleagues to drive the forming and joining key consortia to support future funding proposals.

PARTNERSHIPS, DONORS AND EXTERNAL ENGAGEMENT

- **Partnership Building:** Be the front-face of income generation for Ripple Effect working with programmatic colleagues to drive the forming and joining key consortia to support future funding proposals.
- **Relationship Management:** Build and support relationships with the most important donors, foundations, and corporates, ensuring world-class stewardship and donor experience.
- **Donor/Partner Engagement:** Ensure across the directorate and beyond that every engagement with every donor gives consideration to delivering the Ripple Effect experience and champion the delivery of outstanding experience and donor-centric decision-making across the charity.
- **Stakeholder Engagement:** Act as a key spokesperson for the organisation, representing Ripple Effect in external communications and ensuring consistent messaging across all platforms and channels.

MARKETING ,COMMUNICATIONS AND BRAND

- **Operational Leadership:** Global Income and Engagement Director

will provide strategic oversight and ensure that marketing and communications efforts align with organisational strategy and priorities.

- **Brand Management:** Serve as the ultimate accountable person for the organisation's brand management, ensuring that all brand activities align with the strategic goals of income generation and organisational storytelling especially around impact and our values.
- **Marcomms Strategy:** Oversee the development and implementation of the marketing and communications strategy, ensuring it supports the primary purpose of income generation while also enhancing the organisation's visibility, brand awareness and reputation and communications initiatives are effectively supporting fundraising goals through a cohesive approach to partnership building and engagement.

COMPLIANCE AND RISK

- **Global Fundraising Compliance:** Oversight of all arrangements around income generation compliance and best practice in alignment to the UK Code of Fundraising Practice and Fundraising Regulator.
- **Local Compliance:** Ensure full compliance with international fundraising standards and relevant regulations in each jurisdiction as well as compliance with Ripple Effect policies and all relevant legislation.
- **Data Protection and Compliance:** Ensure that our activity is also compliant with data protection standards.
- **Risk Management and Mitigation:** Accountable for managing the Income and Engagement Risk Register and identifying changing risk levels, emerging risks, and mitigations. Include this in reporting to SLT and Boards at quarterly intervals.

A photograph of a smiling man with dark skin, wearing a green and white checkered short-sleeved shirt, sitting on the ground. He is holding a metal bowl and feeding several chickens. The chickens are of various breeds, including brown, white, and black. The background is a wall made of reddish-brown mud, with a tree trunk visible on the left. The image is framed by a decorative border on the left side consisting of a yellow rectangle and black and white geometric patterns.

RESPONSIBILITIES

LEADERSHIP AND TEAM MANAGEMENT

- **Team Leadership:** Oversee the recruitment, and empowerment of a global Income and Engagement Leadership Team, fostering a culture of collaboration and accountability.
- **Team Training:** Work with the Africa Director to ensure that each Country Director is equipped and able to lead business development for their country, and as a result countries can become self-sustaining, meeting their costs and resourcing their projects.
- **Performance Monitoring:** Establish metrics and evaluate the effectiveness of all income generation, fundraising, marketing and communications strategies, ensuring they contribute to brand awareness, income generation targets and organisational objectives.

BUDGETING AND REPORTING

- **Budget Development:** Lead the development of Ripple Effect's global income generation budget, working with the Income and Engagement Leadership Team and the Country Directors to ensure that country pipelines and plans are aligned and that the CDs have the support they need to own and lead country business development activity,
- **Budget and Results Management:** Work closely with colleagues in finance to ensure that our targets are realistic yet stretching, and that our progress to them is checked through regular reporting, forecasting, and where needed, adjustment.
- **Reporting:** Prepare and present the Income Generation Reports to the RE International Board and Africa Board, and be the lead contact for the Group Fundraising and Communications Committee.

CANDIDATE PROFILE

QUALIFICATIONS

- A degree or post graduate qualification in fundraising or related discipline such as marketing, or business PLUS 7 years senior management experience of managing fundraising (or 10 Years without a degree or qualification).

EXPERIENCE AND KNOWLEDGE

Essential

- Extensive income generation experience and a track record of securing high-value funding particularly from institutions, partnerships, philanthropists, and foundations. Additionally, it is desirable that the postholder will have experience of commercial/earned income generation.
- Experience of being a part of the organisational leadership team of an NGO, and having collective accountability for decision making beyond their own professional area.
- Successful track record of working on major fundraising initiatives and delivering income targets, and experience in securing multi-country, strategic and/or thematic funding. The candidate will have direct experience of working with major funders that align with the work of Ripple Effect.
- Experience of working with country programme-based staff to support them to take the lead in country level fundraising.

Desirable

- Experience of leading change management programs in a not-for-profit setting, including developing and carrying out change consultations.

- Knowledge and/or experience of other fundraising channels such as direct marketing/individual giving and/or marketing and communications in a global NGO setting
- Experience in overseeing marketing and communications strategies, with a focus on supporting income generation and brand management.

SKILLS AND ATTRIBUTES

- **Adaptability & Opportunity Recognition:** Flexible in dynamic environments, able to identify and seize new opportunities.
- **Communication & Influence:** Clear and engaging communicator, skilled at building strategic relationships and influencing change with both internal and external stakeholders.
- **Commitment & Professionalism:** Demonstrates enthusiasm, integrity, and credibility, leading by example and delivering value.
- **Ethical & Inclusive Leadership:** Upholds ethical standards, fosters a diverse and inclusive culture, works collaboratively across boundaries and encourages cross-functional teamwork.
- **Mission Alignment:** Committed to Ripple Effect's mission and values, respecting its Christian ethos and origins.

TRAVEL

Willingness to travel for work and where required to work outside normal hours. Role will require travel within Africa and to the UK and USA.





WHY CHOOSE RIPPLE EFFECT?

You may think this process is about Ripple Effect choosing you, but we believe it's as much about you choosing us.

IMPACTFUL MISSION

At Ripple Effect, you will join a team dedicated to making a transformative difference in the communities we serve. Our vision is a confident, thriving, and sustainable rural Africa. Driving positive and lasting change is at the core of everything we do, providing a sense of purpose and fulfilment for our team.

SUPPORTIVE ENVIRONMENT

We foster a collaborative work culture where everyone's ideas and contributions are valued. We provide opportunities for professional growth and development, ensuring you have the resources and support you need to succeed.

GLOBAL COLLABORATION

You will have the opportunity to collaborate with colleagues at a local, regional and global level. This global perspective enhances our ability to innovate and achieve our fundraising goals.

LEADERSHIP GROWTH

Ripple Effect offers opportunities for leadership and career advancement. As the Global Director

Income Generation and Engagement, you will play a key role in shaping our fundraising strategies and driving our mission forward.

As well as a rewarding career with a global charity, you'll get access to a range of benefits, including:

- Pension
- Generous annual leave
- Training and development opportunities
- Medical insurance for yourself and dependents

EQUAL OPPORTUNITIES AND SAFEGUARDING

Ripple Effect is dedicated to fostering an inclusive environment, and we welcome applications from all individuals, embracing diversity in all its forms. Ripple Effect creates safe and rewarding environments for all of our people including staff, participants, partners, volunteers, children, and vulnerable adults. We share responsibility for treating everyone properly and protecting them from harm, exploitation, and abuse, as outlined in our robust Safeguarding Policy. Everyone working with us must follow this policy and if individuals have any serious concerns, they can raise them confidentially using our whistle-blowing procedure.

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) e.g., Pat-Jones-CV-1125-RippleEffect or Pat-Jones-CoverLetter-1125-RippleEffect.

TIMELINE

Closing Date: 19th December 2025
First Stage Interviews: TBC
Final Interviews: TBC

SELECTION PROCESS

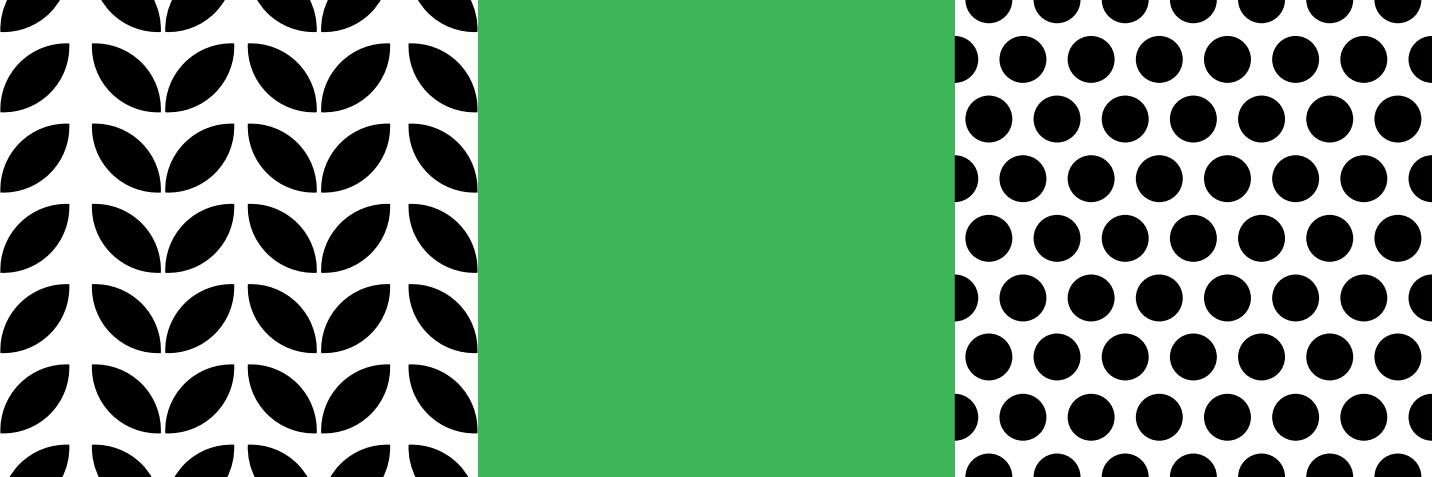
All candidates will receive an update regarding their application after the closing date. We advise candidates to add the Oxford HR Consultant’s email address (see below) to their safe senders list and regularly check their spam folder.

EQUALITY STATEMENT

Equality and diversity are at the core of Ripple Effect’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 mkamau@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 organisation'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





46 Woodstock Road
Oxford
OX2 6HT

United Kingdom

+44 (0) 1865 985 457

Indigo Cowork Space
Off General Mathenge Road
Westlands
Nairobi

Kenya

+254 (0) 715 163 631

6 Battery Road
#06-16
049909

Singapore

+65 (0) 9114 1439

1250 Connecticut Avenue NW
Suite 700
Washington, DC
20036

United States of America

oxfordhr.com | Company No. 6456325