



Global Chief Executive Officer

August 2026

About Ripple Effect

Since 1988, Ripple Effect (formerly Send a Cow) has empowered over six million people, working with them to fight hunger and build resilience against the climate crisis.

Ripple Effect works with farming families across rural Africa to create lasting, sustainable change. Through a proven community-led model, families learn new skills, improve agricultural productivity and build thriving rural enterprises, increasing both food security and household incomes while protecting the environment for future generations.

The organisation's impact extends far beyond those it supports directly. By sharing knowledge, skills and resources with neighbours and wider communities, participating families create a ripple effect that is embedded within the charity's approach. For every family reached directly, more families, and communities benefit, expanding impact and strengthening community resilience.

Ripple Effect's work delivers measurable outcomes across three areas of expertise; sustainable agriculture, gender and social inclusion, and enterprise development. This work helps families to increase crop yields, diversify incomes and become more resilient to climate shocks. The resulting benefits include improved nutrition, greater economic security, increased school attendance, better access to water and sanitation, and stronger opportunities for women and marginalised groups to participate in and influence community decision-making.

A commitment to locally led development sits at the heart of Ripple Effect's strategy. The organisation believes the most effective decisions are made by those closest to the communities it serves and the challenges they face. This belief underpins our Africa Forward Together approach, a cornerstone of the 2030 strategy, through which Ripple Effect is increasing leadership, decision-making authority and accountability within its highly skilled African teams. By 2030, the organisation aims to have transitioned towards a fully African-led organisation, ensuring solutions are shaped by those with the deepest understanding of local contexts and opportunities.

By combining measurable impact, community ownership and local leadership, Ripple Effect is helping families not only overcome poverty and climate challenges today but build the foundation for long-term resilience.



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.

Focus Areas:

- Sustainable Agriculture
- Enterprise Development and Innovation
- Gender and Social Inclusion

Ripple Effect is proud of its achievements, the wide range of partners we work with and our community of donors. Find out more in our Annual Review [here](#).

Message from the Chair

Dear Prospective Global Chief Executive,

Thank you for your interest in Ripple Effect and for taking the time to explore this exciting opportunity.

This is a pivotal moment for Ripple Effect (formerly Send a Cow). We are entering an ambitious new phase of development, with strong foundations, growing influence, and a clear vision for the future. We are proud of the impact we have achieved alongside farming families and communities across rural East Africa, and we are on track to positively and sustainably improve the lives of more than five million people across six African countries by 2030.



After 14 years with the organisation, including the last decade as Global Chief Executive, Paul Stuart has informed the Board of his intention to step down. Paul leaves a remarkable legacy, having successfully guided the organisation through significant change, strengthened our reputation and partnerships, and ensured that Ripple Effect is financially robust and organisationally strong.

As we look to the future, one of our most important strategic priorities is Africa Forward Together. This is our commitment to progressively shifting leadership, decision-making, and accountability closer to the communities and countries where our work takes place. The incoming Global Chief Executive will play a vital role in accelerating this transition and shaping the next chapter of our organisation's evolution.

Despite a challenging fundraising environment, Ripple Effect enters this next chapter from a position of strength. We have recently secured the largest funding agreement in our history, creating significant opportunities to expand our impact and further strengthen our proven approach. At the same time, we recognise that there is much more to achieve, both in deepening our reach within the countries where we currently operate and potentially extending our work into new regions.

Our next Global Chief Executive will have the opportunity to shape an organisation that is increasingly African led, financially resilient, innovative in its approach and recognised as a leading voice for sustainable rural development.

If you are excited by the prospect of leading the charity at such a significant moment in our journey, we would be delighted to hear from you and welcome the opportunity to hear how your leadership, experience and vision could help shape Ripple Effect's future.

Thank you for considering Ripple Effect. I hope this pack provides a useful introduction to our organisation, our mission, and the opportunity before us.



Peter Jeffries

Chair, Ripple Effect International



The Role

Role:	Global Chief Executive Officer
Location:	The United Kingdom or Nairobi, Kenya with hybrid working
Package:	£110,000 per annum for UK based plus other benefits or KES 19m per annum for Nairobi based plus other benefits.

Job Summary

The Global Chief Executive Officer (CEO) will provide inspirational, strategic and values-led leadership for Ripple Effect as it delivers its ambitious vision of creating sustainable change with farming families across rural Africa. Reporting to the Board of Trustees, the Global CEO will be responsible for leading the organisation globally, ensuring the successful delivery of its mission, long-term strategy and organisational objectives.

As the organisation continues its journey towards locally led development through its Africa Forward Together strategy, the Global CEO will champion a leadership approach that empowers colleagues closest to the communities Ripple Effect serves, while ensuring the organisation remains financially sustainable, impactful and resilient. The Global CEO will lead the development and implementation of Ripple Effect's strategic priorities, fostering a strong organisational culture, strengthening global partnerships and ensuring the charity continues to deliver measurable impact for farming families and communities.

Working closely with the Board, the Global Senior Leadership Team and senior leaders across Africa and the UK, the Global CEO will provide overall accountability for organisational performance, governance, financial stewardship, risk management and reputation. They will act as Ripple Effect's principal ambassador, building influential relationships with donors, funding partners, governments, sector leaders and other key stakeholders to strengthen the organisation's profile, influence and impact.

The Global CEO will inspire and lead a diverse, international workforce, creating an environment of collaboration, innovation and accountability. They will oversee the continued growth and diversification of income, ensuring the organisation is well positioned to secure the resources required to achieve its strategic ambitions and maximise its impact.

The successful candidate will be an experienced and visionary leader with a strong track record of organisational leadership, strategic delivery and stakeholder engagement. They will have a deep



commitment to sustainable development, locally led solutions and alignment with the values that underpin Ripple Effect's work combined with commercial and financial acumen.

The objectives for the Global CEO by 2030 are as follows:

- Create an ambitious strategy for 2030-40.
- In line with Ripple Effect's current strategy, continue the work to support 5 million more people out of poverty by 2030.
- Work with the partners to expand Ripple Effect's impact and knowledge sharing in the six countries where Ripple Effect currently works.
- Significantly build Ripple Effect's annual income and ensure further diversification of the funding base.
- Build organisational sustainability and continue to grow unrestricted reserves to £1.5M within 4 years.
- In line with Ripple Effect's current strategy and in a timely manner, lead plans for the organisation to transition towards a fully African-led organisation, a process which is expected to be completed during the tenure of the incoming Global CEO.

Responsibilities of the Global CEO

- Provide visionary leadership and clear strategic direction to deliver Ripple Effect's mission, long-term strategy, and impact.
- Oversee operations, income generation, fundraising and financial sustainability across the UK, Africa and international markets to encourage and ensure Ripple Effect's increasing measurable impact.
- Lead, motivate and support a diverse and passionate team - fostering an inclusive, collaborative and values-led culture while recognising individual strengths and encouraging optimal staff development.
- Represent Ripple Effect externally, acting as Ripple Effect's ambassador to partners, funders, government agencies and the media.
- Build and grow high-value partnerships with donors, trusts, foundations and international institutions.
- Ensure robust governance, legal compliance, and best practice in charity management.
- Encourage and develop appropriate devolved leadership and governance to local Ripple Effect teams and partners.
- Work closely with the Boards of Trustees, supporting oversight and strategic deliberations. Ripple Effect has an international board and several country-specific boards; CEO will ensure full engagement with each.
- Champion locally led programme delivery, enabling regional teams to design and deliver context-appropriate interventions.



- Promote innovation, continuous improvement and resilience in times of challenge.

Candidate Profile

Requirements of the Successful Candidate

- Proven experience of strategic leadership at senior management / CEO level with experience in private or not-for-profit sectors.
- Experience and understanding of working in one or more African countries.
- Demonstrated success in income generation, such as fundraising from investors, major donors, institutional funders, trusts and foundations.
- Strong financial acumen and experience in managing complex, multi-country operations and budgets.
- Outstanding communicator and relationship builder, skilled at influencing and negotiating with diverse stakeholders.
- Deep understanding of international development, rural livelihoods, and locally led change.
- Empathy, adaptability and cultural awareness; able to lead across international boundaries and promote cross-functional teamwork.
- Experience of working with Boards and supporting good governance.
- Willingness and ability to travel regularly to Ripple Effect operating countries.
- Commitment to uphold Ripple Effect's values of integrity, accountability and compassion built from a respect for Ripple Effect's Christian foundations and ethos.

Required Competencies

- **Strategic thinking:** Combines strategic vision with decisive execution, thinks strategically by shaping a compelling long-term vision, anticipates emerging challenges and opportunities, overcomes barriers with determination and resilience and leads transformative change that delivers sustainable mission impact.
- **Delivery focus:** Focus on delivery of Ripple Effect's programme objectives & strategy.
- **Critical thinking:** Able to structure and process qualitative and quantitative information and draw insightful conclusions.
- **Knowledge and communications:** Capable to lead conversations with donors and delivery partners on complex issues relevant to Ripple Effect's work.
- **Ownership and Follow-through:** Takes personal responsibility for commitments and follows through.
- **Financial acumen & attention to detail:** Strong financial understanding, with the ability to analyse accounts, review documents and synthesise situations in detail.



- **Adaptability:** Champions continuous learning and innovation by turning successes and setbacks into insight, solving complex challenges, and taking decisive action to unlock opportunities and drive progress.
- **Team player:** Builds an inclusive, empowering culture that breaks down silos, fosters strong cross-functional collaboration, and creates diverse, psychologically safe environments where everyone can contribute, develop, and thrive.
- **Accountability:** Acts with integrity and courage to address difficult issues, foster accountability and trust, and ensure responsible management of resources to maximise impact.
- **High-performance mindset:** Creates a culture of accountability, manages the team to a high-performance standard, offering support and ensuring accountability.

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 the 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)-Organisation e.g., Pat-Wanjiku-CV-0826-RippleEffect or Pat-Wanjiku-CoverLetter-0826-RippleEffect.

Please note that candidates are legally obliged to confirm they are eligible to work in the UK or Kenya.

We welcome applications from people of all backgrounds, identities and experiences. We believe that diverse perspectives strengthen our organisation and help us better achieve our mission. We are committed to creating an inclusive recruitment process and encourage applications regardless of age, disability, gender identity or expression, marriage or civil partnership status, pregnancy or maternity, race, ethnicity, religion or belief, sex, sexual orientation, socio-economic background, or any other characteristic protected by law.

Timeline

Closing Date:

30th September 2026



First Stage Interviews (Oxford HR):

Week of 12th October 2026

Second Stage Interviews:

Week of 2nd November 2026

Third Stage Interviews (In-person UK or Kenya):

Week of 7th December 2026

****Dates are subject to change.***

Please note that candidates who reach third stage interviews will be asked to participate in psychometric assessments as part of this recruitment process.

Selection Process

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the Oxford HR Consultant 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 Zoe Greenwood (zgreenwood@oxfordhr.com) AND Mwende Kamau (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