

act:onaid Job Description and Person Specification

Job Title:	Brand and Narrative Lead – Secondment		
Job Family:	Lead		
Directorate/Cluster:	Director of Programmes, Fundraising and Communications	Unit/Team:	Communications
Grade and Salary:	E – Starting Point	Contract Type:	Secondment until Dec. 31 st . 2026
Location:	ActionAid Country Offices	Budget Holder:	Yes <input type="radio"/> No <input type="radio"/>
Reports to: (incl matrix reporting)	Head of Comms and Campaigns		
Direct Reports:	Social Media and Content Manager, Storytelling and Projects Manager		
Matrix Reports:	No		
DBS (CRB) / Police Check:	Yes		
This role require travel	Yes, up to 35%		
Role Overview:	<p>The Brand and Narrative Lead is responsible for shaping, stewarding and activating a coherent organisational narrative that advances ActionAid's work, inspiring public and political action. This position is essential in ensuring the organisation's message resonates with target audiences, fostering a more profound engagement, raising awareness, and generating support for ActionAid's social justice and system change mission.</p> <p>ensuring The Brand and Narrative Lead will lead the development and execution of a brand refresh, ensuring a timely and inclusive process and include outputs such as new style guidelines, website transformation and innovative brand expressions across multiple platforms, ensuring that the organisation's brand identity reflects its commitment to advance into a rooted campaigning Federation and supporting social movements. This includes overseeing ActionAid's website transformation and driving a strategic approach to ensure that our narrative is engaging, relevant and bold, encouraging our audience to donate, campaign and participate.</p> <p>In this role, the Brand and Narrative Lead will work within a team responsible for storytelling, comms, social media, the website and media relations, supporting these efforts to amplify frontline voices, particularly those of women and youth, and social movements, and align with ActionAid's overall communication objectives, values, and commitment to feminism, antiracism, and decolonising narratives.</p>		
Areas of Responsibilities	Key Activities		
Strategic Impact and contribution	<p>Enhance Organisational Visibility and Influence</p> <ul style="list-style-type: none"> Increasing global recognition and understanding of ActionAid's mission, campaigns, and values through effective narrative implementation and branding strategies, as well as a transformed website. <p>Strengthen Brand Identity</p> <ul style="list-style-type: none"> Develop a brand refresh alongside federation colleagues, to solidify a consistent, powerful brand presence across regions and platforms, ensuring ActionAid is viewed as a leader in supporting social movements and contributing to advancing human rights and social justice. <p>Leadership Communications</p> <ul style="list-style-type: none"> Support Global Secretariat leadership in external communications to express our brand and narrative in key spaces, building our voice as a trusted source in the sector. <p>Strengthening Federation Identity and Support Base</p>		

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	<ul style="list-style-type: none"> • Work towards weaving a common narrative around system change and community-led solutions, strengthening ActionAid's global identity as a Federation committed to supporting social movements and representing feminist, decolonial and antiracist values. • Foster a supporter base aligned with the organisation's values, identity, and long-term goals.
<p>System, Policies and Procedures and Product Management</p>	<ul style="list-style-type: none"> • Establish cohesive communication platforms and feedback systems to ensure consistent messaging across regions, enhancing organisational visibility and stakeholder engagement. • Develop comprehensive brand and style guidelines to maintain a powerful brand presence and amplify ActionAid's mission and campaigns. • Implement structured procedures for planning and executing communication campaigns, including content approval workflows, to ensure alignment with organisational values and global priorities.
<p>Issue Resolutions, Crisis/Risk Management</p>	<ul style="list-style-type: none"> • Working within a crisis team, when necessary, as lead comms and social media strategist within the context of a crisis response. • Actively promotes and upholds our Safety, Health and Environmental Affairs (SHEA) safeguarding policies with all researchers, journalists, photographers, content-gathering teams and editors.
<p>Communications, Influencing and Coordination</p>	<p>Content generation</p> <ul style="list-style-type: none"> • Proactively support the development of quality content to express our brand • Work closely with Storytelling and Project Manager to oversee and develop briefs for content gathering trips that meet narrative and brand priorities. • Support ActionAid members to improve editorial quality and consistency in line with ActionAid's brand and core messages. • Monitor developments in media and communications and proactively propose solutions to innovate and improve ways of working on communication within the federation and increase external profile and impact. <p>Strategic Brand Communication</p> <ul style="list-style-type: none"> • Develop and execute, jointly with members a comprehensive brand refresh and brand campaign projects that clearly articulate ActionAid's mission, values, and impact. Ensure messaging is tailored for target audiences to enhance engagement and support for the brand. • Implement systems to monitor and evaluate the effectiveness of brand communications and influence efforts. Analyse engagement metrics and feedback to continuously refine strategies, ensuring ActionAid's brand remains relevant and impactful in the changing landscape. <p>General Responsibilities</p> <ul style="list-style-type: none"> • A strong commitment to develop, promote and practice ActionAid's vision, mission, values, and strategy. • Keep abreast of social, communications and fundraising trends and network with appropriate external organisations to inform thinking. • Spot and resolve risks to our brand and reputation, utilising approved messaging and crisis management experience and consistently sharing learnings and actions. • International trips may be required.
<p>People Management</p>	<ul style="list-style-type: none"> • Ensure adherence and delivery of Talent Management for the communications team, including recruitment, selection, retention, development and succession planning. • Conduct probation and performance management of staff under line management according to HR timelines, ensuring high-performing staff. • Contribute to the functional and general management of the team, • Contribute to a team culture that values cross functional collaboration, and partnership with country offices and social movements. • Deputise for the Comms and Brand Lead

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<p>Other delivery on strategic/ functional priorities (Directorate-specific - maximum 5 KPIs)</p>	<ul style="list-style-type: none"> • Increase social media outreach and engagement. • Increase public engagement with key audiences • Brand redefinition widely used by members in the Federation • Clear public narrative implemented
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PERSON SPECIFICATIONS	
<p>Education and Qualifications</p>	<ul style="list-style-type: none"> • BA degree in brand, communications or relevant fields. • Minimum of five years of experience in communications, branding, or public relations, preferably within the nonprofit or international development sector. • Demonstrated experience in developing and executing successful branding and communication strategies and products.
<p>Essential Experience</p>	<ul style="list-style-type: none"> • Good experience working within a communications / digital team. • Project management of a brand and/or website refresh project. • Excellent project management skills and the ability to initiate, coordinate, and deliver on-site, social, and online campaigns and engagement projects that involve several other parties. • Proven experience in planning, coordinating priorities, and creating processes and tools to support effective planning. • Exceptional interpersonal skills and ability to quickly develop effective working relationships with a diverse stakeholder group. • Familiarity with current trends in digital communications, anti-racism, and social justice movements, and understanding how these relate to effective brand management
<p>Essential Knowledge</p>	<ul style="list-style-type: none"> • Substantial experience in brand or communications role, ideally in an international or INGO context. • Track record of creating, driving and monitoring brand campaigns to increase profile. • Experience living and working in more than one country. • Excellent knowledge and experience of developing digital and social media strategies. • Excellent understanding of anti-racist and decolonised communications and storytelling • Understanding of development, social justice and/or women's rights issues, civil society activism and effective campaigning.
<p>Essential skills</p>	<ul style="list-style-type: none"> • Ability to develop and implement long-term communication strategies that align with organisational goals and priorities. • Excellent decision-making skills and demonstrated experience in crisis management. • Proven capacity to inspire and motivate a diverse team. • Ability to work in a multicultural context and manage remote working relationships. • Excellent project management skills, with the ability to oversee multiple initiatives simultaneously, prioritise tasks, and meet deadlines. • Collaborative working style and proven ability to navigate different perspectives and work effectively in a complex organisation, with confidence to make decisions quickly. • A deep understanding of cultural dynamics and the ability to develop communications that resonate with diverse communities and promote inclusivity. • Creative thinking skills to develop innovative communication campaigns and solutions that capture attention and engage audiences. • Entrepreneurial and determined; sees opportunities where others see problems.

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	<ul style="list-style-type: none"> • Excellent writer/editor, including social media copy, speeches, features, opinion pieces, letters to the editor and blogs – particularly under tight deadlines. • Demonstrable stakeholder management skills. Strong interpersonal skills and the ability to work collaboratively with cross-functional teams, fostering a cooperative and inclusive work environment. • Thrives under pressure, able to meet tight deadlines and exercise judgement in managing multiple priorities. • Willingness to travel and, on occasion, at short notice.
Language requirements	<ul style="list-style-type: none"> • Excellent verbal and written communication skills in English • Knowledge or Proficiency in another language will be an asset.

People Management Responsibility		
Approximate number of people managed in total		2
1- Team members	Individual contributor, no direct responsibility for leading others.	Yes/ No
1.5	Act as mentor in a team and /or coordinating a team	Yes/ No
2- Team Leader	Coaches team members (at least three) in skills; leads, schedules, allocates and monitor's work	Yes/ No
2.5	Responsible for one team with its own and has another team reporting directly	Yes/ No
3- Team managers:	Directs more than one team	Yes/ No
	The positions direct multiple teams, each of which has a team leader in charge; determines team structure and roles of members	Yes/ No

This Job Description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organisational needs.

It is part of every staff member's responsibility to contribute to ActionAid International culture and comply with organisation's values and code of conduct. Staff are also committed to:

- **Leading Innovation and Change** Establish a culture of excellence in respective team that values experimentation and continuous improvement
- **Feminist Leadership:** Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power)
- **AAI Values Practice:** Ensure personal and team culture that demonstrates all of AAI values including Mutual Respect, Equity and Justice, Integrity, Solidarity with People Living in Poverty and Exclusion, Courage of Conviction, Independence and Humility
- **Promoting a healthy and safe working environment:** ActionAid is committed to promoting SHEA and Safeguarding policies and values and has a **zero-tolerance** policy for any form of sexual exploitation and abuse to create a safe working environment for the staff.

LINE MANAGER :
DATE :

PEOPLE AND CULTURE :
DATE :