

act:onaïd Job Description and Person Specification

Job Title:	Storytelling and Projects Manager		
Job Family:	Manager		
Directorate/Cluster:	Director of Programmes, Fundraising and Communications	Unit/Team:	Communication and Campaigns
Grade and Salary:	D	Contract Type:	Secondment (Immediate start to 13 January 2026)
Location:	GS Hubs or AA Country Offices that have hosting Agreements with the GS	Budget Holder:	No
Reports to: <i>(incl matrix reporting)</i>	Communications and Brand Lead, matrix managed by Program & Impact Lead		
Direct Reports:	No		
Matrix Reports:	No		
DBS (CRB) / Police Check:	YES		
This role require travel	Yes, up to 40%		
Role Overview:	<p>Develop a storytelling strategy for the AA Federation that reflects our history, identity, priorities, and impact. Identify and cultivate impactful and compelling narratives that emerge from the AA program, with the aim of enhancing our influence and effectiveness in campaign initiatives.</p> <p>Promote, Facilitate, and support the widespread use of storytelling throughout the Federation. Communicate AA Federation's stories externally.</p>		
Areas of Responsibilities	Key Activities		
Strategic Impact and contribution	<ul style="list-style-type: none"> • Develop a Storytelling strategy for the AA Federation that reflects our history, identity, priorities, and impact, working closely with relevant comms, campaigns, program, and fundraising teams in the GS and members when necessary. • Develop a specific storytelling workstream on AA partnership with social movements. • Identify and create impactful and compelling stories emerging from the AA program, influencing and campaign work created jointly with GS comms colleagues, engaging content for major comms moments. • Work with the Programme team in identifying story journals and supporting, commissioning and collecting 'stories of change' (case studies, images, video) • Collaborate with key stakeholders in the Federation to advance the use of stories in comms products and innovate on feminist, decolonial, and antiracist storytelling. • Engage with heads of programmes, build relationships, and build capacity to ensure we have regular and strong content across the Federation for members to use and boost our external comms profile. • Work with members championing feminist, decolonial, or antiracist communication. • Provide capacity building, training, and storytelling support for the Federation. 		
System, Policies and Procedures and Product Management	<p>Manage and develop ActionAid International's global content database, Stories Hub and the Stories Map:</p> <ul style="list-style-type: none"> • Supports members when commissioning, capturing, editing, quality-checking, and distributing multimedia content for campaigns, media, fundraising efforts, and programme learning. • Supports the implementation of key aspects of International Child Protection, including training staff on obtaining consent, to ensure that all content on Stories Hub complies with General Data Protection Regulation (GDPR) standards. • Work with the Country Communications staff across the Federation to oversee the management of ingestion, cataloguing, storage, retrieval, and distribution of ActionAid's digital communications 		

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	<p>assets.</p> <ul style="list-style-type: none"> • Develop Stories Hub to include new developments in database and image technology. • Provides Guidance to national multimedia producers and content providers to ensure that resources on the Stories Hub meet technical, safeguarding and copyright specifications. Oversee the rapid post-production of stories by all content gatherers (internal or freelancers) using AAI templates.
Issue Resolutions, Crisis/Risk Management	<ul style="list-style-type: none"> • Engage in efforts to mitigate crises related to organizational reputation and safeguarding. • Ensure that stories are of the best possible quality and that content is checked to mitigate organisational risk: i.e., it is aligned with child protection and image guidelines, ensures dignity, promotes, and educates best practice on gathering consent, and works to ensure that the content on Stories Hub is GDPR compliant. • Collaborate with the International Humanitarian Response Team (IHART) during emergencies to support countries in the acquisition, collection, and delivery of multimedia content, ensuring effective distribution across the federation via Stories Hub.
Communications, Influencing and Coordination	<ul style="list-style-type: none"> • Actively engage in storytelling through social media, expertly tailoring narratives for various digital platforms in collaboration with the social media and Content Manager. • Foster connections among communications professionals across the federation and facilitate collaboration between program and communications teams to enhance effective practices in key areas. • Advocate for and support the utilization of the Stories Hub and Stories Map. • Lead the development of a comprehensive marketing strategy for Stories Hub. • Create, maintain, and deliver online tools that will support and enhance the use of Stories Hub. • Collect and analyze feedback to evaluate federation satisfaction with Stories Hub, implementing necessary changes based on the insights gathered.
People Management	<ul style="list-style-type: none"> • Advise colleagues across the federation on best practices for storytelling and content creation that effectively engage a diverse array of audiences, aligning with strategic objectives and clearly communicating impact. • Proactively oversee and track large-scale content projects commissioned throughout ActionAid International. • Provide expert guidance on content gathering using Stories Hub.
Other delivery on strategic/functional priorities (Directorate-specific - maximum 5 KPIs)	<ul style="list-style-type: none"> • Enhance the diversity and depth of stories included in our communication products across the Federation. • Map and Connect Key Communication Moments with story production. • Ensure that our storytelling reflects diverse perspectives, integrating feminist, decolonial, and antiracist values. • Stories are focused on social movements successes
PERSON SPECIFICATIONS	
Education and Qualifications	<ul style="list-style-type: none"> • High level of competence in Adobe Photoshop, Premier Pro, In Design and relevant Creative Cloud Packages and graphics programmes. • University degree in journalism, graphic design or related field or equivalent experience

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Essential Experience	<ul style="list-style-type: none"> • Four years of experience in strategic storytelling for non-governmental organizations and campaigning bodies. • Proven ability to develop comprehensive audience insights and create flexible tools that effectively respond to engagement opportunities. • Demonstrated experience in planning and coordinating priorities, as well as in developing processes and tools for effective planning. • Outstanding interpersonal skills with the ability to quickly establish productive working relationships with a diverse group of stakeholders. • Extensive experience in a multimedia communications production environment. • Proven ability to commission, direct, edit, and curate multimedia products. • Substantial background in editorial work or journalism. - Strong experience in training, capacity building, and providing on-the-job support for others. • Expertise in gathering high-quality content from the Global South. • Experienced in commissioning and collaborating with freelance journalists, story gatherers, and photographers. • Skilled in managing complex projects that involve multiple teams and diverse needs.
Essential knowledge	<ul style="list-style-type: none"> • Interest in and understanding new developments in visual imaging and multimedia are essential. • On-going commitment to continually improving digital skills and knowledge within the working environment.
Essential skills	<ul style="list-style-type: none"> • Excellent IT skills and the required experience and expertise in working with image database systems are essential. • Proficient in photography and videography, including shooting, editing, and delivering various formats, with a proven ability to enhance engagement. • Capable of archiving materials and maintaining a multimedia library. Exceptional interpersonal skills to quickly establish effective working relationships with individuals from diverse cultural backgrounds. Creative, imaginative, and enthusiastic approach to projects, teamwork, and problem-solving. • Strong networking and relationship-building skills, with the ability to anticipate, coordinate, and facilitate activities with colleagues. • Proficient in identifying and troubleshooting problems. • Ability to thrive in a multicultural context or environment. • Demonstrates innovative practices. • Excellent relationship-building and communication skills. • Capable of transforming complex information into engaging public messages. • Able to manage deadlines and adapt to rapidly changing priorities while focusing on delivery.
Language requirements	<ul style="list-style-type: none"> • Excellent verbal and written communication skills in English • Knowledge or Proficiency in another language is an asset.

People Management Responsibility		
Approximate number of people managed in total		
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 monitors 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

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	The positions direct multiple teams, each of which has a team leader in charge; determines team structure and roles of members	Yes/ No
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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 organizational needs.

It is part of every staff member's responsibility to contribute to ActionAid International culture and comply with organisation's values and practice, which are:

- **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)
- **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.
- **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