

seed madagascar

sustainable environment, education & development

Media and Communications Coordinator (Madagascar)

Position Overview

Based in the coastal town of Fort Dauphin in the southeast of Madagascar, this role provides support with the media and communications tasks required to run the NGO.

SEED Madagascar is a UK-based charity dedicated to creating long-term, sustainable change in partnership with communities in the southeast of Madagascar. We integrate high-quality community health, WASH (Water, Sanitation, and Hygiene), education, rural livelihoods and conservation programmes, while contributing to international best practices through research and publications.

The successful candidate will work with both national and international staff to assist on a wide variety of tasks, from managing our range of social media platforms, creating digital media for marketing and social media purposes and day-to-day administration tasks.

The role is predominantly office based with some ad-hoc travel to our rural projects. The diversity of activities undertaken will provide a wide-ranging experience for an early career communications and media professional with 2-4 years of experience who can effectively and efficiently deal with a comprehensive range of tasks related to the complex world of overseas development work.

About the organisation

SEED Madagascar is a British Charity working in partnership with communities in the southeast of Madagascar. We integrate high quality community health, sustainable livelihoods, education infrastructure and conservation programmes to support long term, sustainable change and add to international best practice through research and publication across all of our programmatic areas.

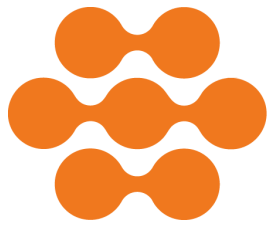
Location: Fort Dauphin, Anosy Region, Madagascar

Timeframe: 24 months, extendable, 40 hours a week

Contract: Local salary, up to £1,200 contribution for a return flight and up to £650 contribution towards insurance

Duties and responsibilities

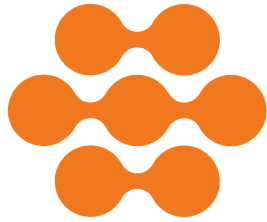
- Manage and provide oversight to the day-to-day implementation of SEED's Communications Strategy
- Provide leadership and technical insight to SEED's social media, website and PR content ensuring a variety of platforms are used to enhance SEED's positioning and fundraising ability
- Manage and provide ongoing capacity building to the Communications Officer in developing and editing engaging content
- Recruit and support remote interns for design and communications roles
- Manage day to day monitoring and replying to questions and debates across platforms



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- Work with the Programmes team to develop and manage quarterly plans to produce daily content as well as engaging and creative social media and awareness-raising campaigns
- Streamline SEED's brand identity and ensure consistency across all communications content
- Work across departments to train and mentor staff to shoot, edit and produce interesting content showcasing SEED's work across all communication platforms
- Work with programmes teams to ensure that image consent training is up to date and delivered when appropriate, and that this knowledge continues to grow in the workplace culture
- Work alongside programme teams and the Corporate Engagement Officer in providing advice and oversight to corporate partners
- Promote and publicise the organisation through blogs and articles on external platforms and through PR networks
- Develop and produce regular podcasts to enhance engagement and outreach
- Create partnerships and build networks across SEED's communication mediums
- Work with the Website Assistant to maintain and advance messages across SEED's website
- Review written communications content to ensure brand identity and consistency with SEED's tone-of-voice, demonstrating strong writing and editing skills
- Provide guidance and expertise to ensure SEED's communication output complies with data protection and consent guidelines
- Work alongside the Managing Director, International Operations Manager and Corporate Engagement Officer to develop and lead on the communication of fundraising appeals
- Oversee communications and donor reports with high-net-worth individuals (HNW), including increased use of Starlink and live broadcasts
- Monitor and evaluate performance across all communication platforms against marketing KPIs, taking the lead on relationships with our KPI key contacts
- Redesign and expand the current KPI report into a comprehensive quarterly communications report for trustees which will relate to both KPI and strategic communications goals, adding in PPC and PR
- Work flexibly, including changing work priorities at short notice and working unsociable hours when necessary to meet a short deadline, for example the submission of project funding documents within the timeframe set by donors
- Provide core support to the International Operations Manager ensuring the support and security of all international staff, including acting as an intermediary of organisational priorities to the wider team
- Ensure all of SEED's policies and procedures are evident throughout the work of the department, including those for safeguarding, whistleblowing and anti-corruption, and undertake continual training to ensure these are promoted at all times
- Complete other ad-hoc tasks as required by the International Operations Manager, or Director of Programmes and Operations to further the aims and work of the organisation.

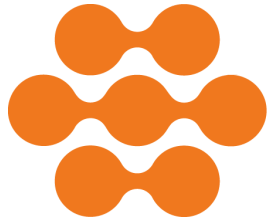


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Person specification

- At least a first degree-level qualification or equivalent experience in Communications, International Development, or a related discipline
- Sound knowledge of international development frameworks and contemporary global issues facing countries in the global south
- Minimum of 2 years' experience of Communications or Fundraising for a non-profit organisation
- Minimum of 1 years' professional experience in line management and/or project management
- Demonstrate a working knowledge of high-quality photo and video production
- Willingness to develop visual content editing skills with software Canva, CapCut and GetResponse
- Be able to communicate the organisation's ethos and mission to national and international audiences through photography, videography and writing
- Have excellent writing and editing skills with a strong attention to detail
- Previous experience of managing social media content, marketing or promotion
- Knowledge of PPC and strategy development being desirable but not essential
- Have passion, curiosity and motivation for the job and the ability to enthuse others
- Be punctual and be able to work to tight deadlines in an organised manner and to a high standard
- Demonstrate an interest in conservation and community development
- Always demonstrate an understanding of and commitment to SEED's ethos and approach and be a good ambassador for the organisation
- Demonstrate proven ability to recognise and appropriately deal with challenging situations
- Have the ability and desire to build capacity and share skills across cultures and work with teams from different economic and cultural backgrounds and across multiple language barriers
- Demonstrate an awareness of and comfort with increased social and professional responsibility, working at all times with cultural sensitivity and respect
- Demonstrate the ability, social skills and confidence to give clear guidance and support to other members of the team in respect of the philosophy and procedures of SEED in order to protect both their safety and the reputation of the NGO
- Be able to work to and advocate for all of SEED's policies and procedures, safeguarding those that SEED works with and reporting any concerns appropriately
- Have a flexible and patient attitude
- Have excellent problem-solving skills
- Be able to work both independently and as part of a team
- Be capable and comfortable adapting to life in a low-income country with sometimes basic living conditions
- Be fluent in English to a high standard. Basic working knowledge of French is desirable though not essential



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Application procedure

Interested applicants should send a CV and covering letter in English outlining how their skills and experience match the requirements in the job description criteria to SEED Madagascar Director of Programmes and Operations, Lisa Bass by email on lisa@seedmadagascar.org.

There will be an initial exercise, after which short-listed applicants will have an initial informal online interview with Madagascar based staff followed by a formal interview.

Please note: AI generated cover letters and recruitment exercises will not be processed.

Application Deadline: Monday 29th September 2025 at 23:59 GMT. Applications will be reviewed on an ongoing basis throughout this period.

SEED Madagascar actively encourages equality, diversity, and inclusion in the workplace and aims to create a working environment free of bullying, harassment, victimisation, and unlawful discrimination, where individual differences and the contributions of all staff are recognised and valued.