



seed madagascar

sustainable environment, education & development

Pro Bono PR & Media Consultant (Part-Time)

Position Overview

SEED Madagascar is seeking a Pro Bono PR & Media Consultant to expand the organisation's international visibility and amplify awareness of the challenges and opportunities facing communities in Madagascar. This role will focus on securing high-profile media coverage, cultivating relationships with journalists, and identifying opportunities for SEED's voice to be featured internationally.

We are looking for an experienced PR professional with existing contacts and proven expertise in media outreach who is motivated to use their skills to contribute to sustainable development and conservation.

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: Remote

Timeframe: Long-term, part-time, flexible (approx. 1–2 days per week)

Duties and responsibilities

- Identify and secure opportunities for SEED's work and stories to be featured in international news outlets, podcasts, and other platforms.
- Leverage existing media contacts and networks to build SEED's global visibility.
- Draft, edit, and pitch press releases, op-eds, and feature stories that communicate SEED's mission and impact.
- Provide strategic advice to SEED's Media & Communications team on positioning and PR best practices.
- Arrange interviews, guest articles, and media appearances for SEED staff and leadership.
- Monitor and report on media coverage, highlighting reach and impact.
- Support capacity building within SEED's communications team, sharing knowledge and contacts where relevant.



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Person specification

Essential

- Significant professional experience in PR, journalism, or media outreach.
- Strong existing network of international media contacts, with proven success in placing stories.
- Outstanding written and verbal communication skills, with the ability to pitch compelling narratives.
- Strategic mindset with the ability to advise and mentor less experienced team members.
- Self-motivated, flexible, and able to work independently in a remote context.
- Commitment to SEED's ethos, values, and mission, with cultural sensitivity and respect.

Desirable

- Experience working with NGOs, particularly in development, conservation, or humanitarian fields.
- Knowledge of Madagascar or wider global south contexts.

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 27th October 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.