



seed **madagascar**

sustainable environment, education & development

UK Marketing & PR Assistant

Job Title: UK Marketing, & PR Assistant

Reporting to: Managing Director Coordinator, International Volunteer Coordinator

Location: SEED Madagascar London Office, W10 4LG

Voluntary Role : we prefer a commitment of 2 days/week for at least 6 months

Salary: N/A (voluntary)

Probationary period: 1 month

Position Overview:

An exciting and unique internship opportunity to work closely with key senior operational staff in a respected UK international development charity; this position has strong vocational content for anyone looking to break into the international development sector with future possibilities of progression into roles within the organization within the UK or Madagascar.

You will be responsible for providing marketing support to SEED Madagascar's team, reviewing, maintaining and developing the charity's brand presence in key target audiences; building and monitoring our digital environment; and helping to develop and execute the marketing & communications plan.

Focus:

- Help develop, update and have a degree of oversight of the overall social media, email, content and wider marketing strategies for SEED Madagascar (UK)
- Ensure strategies focus on growth of targeted audiences and cost effective and efficient returns
- Support the implementation of the strategies allocated to the UK office, supporting the international communication officer based in Madagascar.
- Be available to present these strategies to the Trustees of the Charity

- Social Media – develop plan for volunteer and donor targeted communications via all relevant organization channels as well as potential new developing channels; create and share engaging content, interacting professionally and actively building audience

- Advertising Platforms (for SEED volunteering programmes) – Develop monitor and improve ROI
- Web Content – Manage, develop and update content resources & platforms/ channels as required
- Pro-actively suggest creative approaches to reaching our target audiences online
- Report on digital platform performance and suggest improvement developments through analysis; Knowledge of web and media analytics software an advantage
- SEO: Support digital development for search engine optimization

- PR: Engage local, national, NGO, academic & international press to highlight SEED's impacts/ activities.
- PR: Develop influencer programme to enable wide communications for volunteers in target market.

- Fundraising: Help plan and support event schedule
- CRM: Help maintain customer database and plan, create and execute email marketing communications

- Work with other members of staff at all levels across SEED Madagascar including international team to ensure that the overall digital approach is joined up, both in terms of planning and delivery

Person Specification:

- Relevant degree related to international development, marketing, social media or similar.
- Proven high standard of written and verbal communication, editing and presentation skills with little to no assistance required
- Experience (academic or otherwise) of developing strategies across these areas, including audience targeting and growing online audience bases
- Experience in the different opportunities and challenges that each major digital channel provides, and working experience of navigating these
- A passion for Social media
- Newsletter creation and publication – experience with email marketing software an advantage. Experience of managing website content - Knowledge of SEO techniques an advantage.
- Graphic editing e.g. Photoshop and working with rich media an advantage (e.g. video)
- Support on development of offline marketing collateral
- Support in event organization
- Analytical and insightful; Knowledge of web and media analytics an advantage
- High levels of attention to detail and accuracy
- Great organisational skills
- Ability to work well under pressure to targets and deadlines
- Proactive, creative and resourceful
- Experience of collaborative team working
- Demonstrate sound knowledge and keen interest in development issues facing least developed countries such as Madagascar
- Be able to work both independently and as part of a team
- Be able to financially support themselves for the duration of their internship as there is no stipend available for travel

Anyone interested in applying for this position should send a detailed CV and covering letter explaining how their skills and experience match the requirements in the job description to SEED Madagascar's Managing Director Mark Jacobs by email.

Email: info@seedmadagascar.org

Regional background:

Madagascar is one of the most impoverished and least developed countries in the world, ranking 151/187 in the 2011 UN Human Development Index. Only 27% of the population lives in urban areas, with the majority of the people working in subsistence agriculture in remote rural communities. The people of Anosy in the south east of the island are among the poorest in the country, with over 90% of the population living below the international poverty line (\$1.25 / day). Anosy is one of the most isolated regions in Madagascar, and years of little or no state investment in basic service delivery has allowed extreme poverty to worsen. Education and health facilities are seriously underfunded, and the region suffers some of the highest levels of illiteracy and illness in the country. As many as 4 in 10 children die before their fifth birthday in some rural villages primarily due to inadequate water and sanitation provision (Ministry of Health, 2011) while recurrent food security crises contribute to the regional average of 60% of children who suffer from stunted growth due to chronic malnutrition.

Madagascar is also one of the planet's most significant biodiversity hotspots. Approximately 4% of the earth's flora and fauna species are found within this 0.4% of the planet's land surface; the general level of endemism in plants and animals is estimated at over 80%, with many species yet to be named or even discovered. The Manafiafy littoral forest, a habitat designated as being of highest conservation priority in Madagascar, is located in the Anosy region. It is home to endemic and endangered chameleons, lemurs, birds and palms. Increasing demands for fuelwood, timber and the practice of *tavy* (shifting agriculture) means that the remaining forest is seriously

fragmented and now covers just 1,950 hectares. Although a local stewardship mentality is evident it is also clear that conservation policies have been imposed from above with little or no community consultation, impacting negatively on those already greatly impoverished. Protected areas, although important for conservation, are negatively impacting local communities by restricting access to vital livelihood resources: fines are imposed for *tavy*, people walk many kilometers further every day to find fuelwood, and pressure has increased on unprotected forest fragments. Protection alone does not address what drives forest degradation: forest-dependent communities lacking access to alternative resources.

Tolagnaro (or Fort Dauphin), where SEED Madagascar is based, is an isolated town in the south east of the island, home to some 60,000 people. The population of this small town has rapidly grown in recent years as impoverished people migrate from rural areas in search of some form of employment. With the initial construction phase of a huge mining development now over, however, the job opportunities associated with its development are inaccessible to the majority of the local population and unemployment is a massive issue. While the government has adopted a detailed strategy paper for poverty reduction (MAP - Madagascar Action Plan), Anosy's isolation means that little has changed, continuing to follow the precedent of years of no upkeep of existing – or provision of new – transportation / communications infrastructure.

Organisational background:

SEED Madagascar is an award-winning British registered charity (number 1079121) partnered with an independent Malagasy NGO. SEED Madagascar works within Fort Dauphin and surrounding rural communities across the Anosy region of south east Madagascar. SEED Madagascar aims to alleviate extreme poverty and protect unique biodiverse but greatly endangered forest environments by empowering the poorest people to meet their basic needs, improve their health and well-being, and establish sustainable livelihoods for themselves. At the heart of SEED Madagascar's work is an integrated approach to community development and environmental conservation, sensitively built around what are directly expressed as the most pressing needs of the local population and which maximises their participation. Project activities are focused on the fields of health and sanitation, livelihood diversification, and natural resource management as priority intervention areas for the region identified with the participation of local communities. All projects align with and contribute to achievement of the Sustainable Development Goals. It is estimated that more than 100,000 people have benefited from SEED Madagascar's projects over the past decade.

SEED Madagascar has over 15 years of project experience in the Anosy region, during which time the organisation has grown hugely in size and reputation. SEED Madagascar employs 3 staff members in the London office who are responsible for strategic planning, financial management, international awareness raising, fundraising, and promoting SEED Madagascar's international volunteer schemes. The local NGO now employs over 60 Malagasy personnel, who are supported in-country by 3 expatriate permanent staff of SEED Madagascar Ltd (Director of Programmes & Operations and 2 Heads of Project Development) and through a network of international specialist volunteers sourced by SEED Madagascar. The NGO currently works across three rural and one urban commune within Anosy, and is a recognised regional specialist at community capacity building. SEED Madagascar has funding relationships with numerous donors including Comic Relief, AusAID and the Big Lottery Fund, and collaboration agreements with government ministries, international NGOs including CARE International and agencies such as the World Food Programme.

More information on the work of SEED Madagascar can be found at www.madagascar.co.uk

Email: info@seedmadagascar.org