

seed madagascar

sustainable environment, education & development

Media and Communications Officer

About the organisation

SEED Madagascar is a British Charity working in partnership with communities in the south east 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. We are now looking for an early career communications and media intern to work alongside national and international staff.

Position Overview

Based in the coastal town of Fort Dauphin in the southeast of Madagascar, this internship will provide support with our media and communications tasks required to run the NGO. The successful candidate will work within both National and International staff to assist on a wide variety of tasks, from managing our social media presence, creating digital media for marketing and social media purposes and day-to-day administration tasks. The internship is predominantly office-based, however there will be some ad-hoc travel to our rural projects. The diversity of activities undertaken will provide a wide-ranging experience for a young professional who can effectively and efficiently deal with a comprehensive range of tasks related to the complex world of overseas development work.

Location: Fort Dauphin, Anosy Region, Madagascar

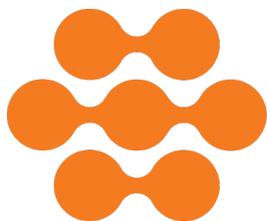
Timeframe: 12 months extendable

Reporting to: International Operations Manager

Contract: Voluntary

Duties and responsibilities

- Coordinate social media, website and newsletter content with staff across all departments in line with SEED's strategy
- Develop and edit content, ensuring that different platforms are used to best advantage SEED's positioning
- Train and mentor staff to be able to produce interesting content showcasing SEED's work across all communication mediums
- Development and review of SEED's Communications and Visual Media Policy including compliance with data protection and consent guidelines
- Work with Project Development Officers to storyboard and develop content for projects as well as engaging and creative social media and awareness-raising campaigns
- Shoot and edit visual content that documents project activities at a national and international level
- Support the review and evaluation of communications and marketing strategies
- Monitor and evaluate performance across social media platforms against marketing KPIs



seed madagascar

sustainable environment, education & development

- Occasional travel to field sites to generate content to be used on social media and other outlets
- Build capacity within the wider team, improving communication between teams internally and with external partners
- Promote and publicise the organisation through blogs and articles on external platforms
- Create partnerships and build networks across all communication mediums
- Work with the IT Officer to maintain and advance the organisation's website
- Ensure distinctive and consistent brand identity across all external outputs

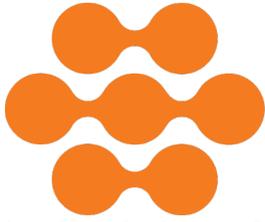
Person specification

- Demonstrate a working knowledge of high-quality photo and video production
- Willingness to develop visual content editing skills with software including photoshop
- Be able to communicate the organisation's ethos and mission to national and international audiences through photography, videography and writing
- Have the ability and desire to build capacity and share skills across cultures, and work with teams from different backgrounds and across multiple language barriers
- 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
- Have previous experience working to deadlines and project requirements
- Previous experience in marketing or promotion is desirable, either in an educational, social, or professional setting
- 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
- Be capable and comfortable adapting to life in a less developed country with sometimes basic living conditions
- Demonstrate an awareness of, and comfort with, increased social and professional responsibility, working always with cultural sensitivity and respect.
- Ideally have previous experience living, working or travelling in a developing country, although this is not essential
- Be fluent in English to a high standard. Basic working knowledge of French is desirable though not essential

Application procedure

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

Applications will be reviewed on an ongoing basis until the position is filled. Long-listed applicants will have an initial informal skype chat with Madagascar-based staff. Short-listed applicants will then



seed **madagascar**

sustainable environment, education & development

be offered a face-to-face interview with the London team, including the Managing Director, Mark Jacobs, in person.