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Media and Communications Officer

(Madagascar)

Position Overview

This is an exciting opportunity for a skilled Media and Communications Officer to play a central role in delivering the communications strategy of an international NGO in the heart of Madagascar.

Based in the coastal town of Fort Dauphin, the Officer will oversee the daily running of SEED's social media and content development, manage a junior team member, and strengthen collaboration between the Communications and Programmes teams. The role includes supporting with major fundraising appeals, producing engaging donor updates, and developing innovative content across all platforms, including expanding SEED's presence on TikTok.

The successful candidate will work closely with both national and international staff, contributing to impactful campaigns that showcase SEED's work in sustainable development and conservation. Predominantly office-based with occasional travel to rural project sites, the role offers a diverse range of responsibilities for a communications professional looking to develop their leadership skills while contributing to meaningful, community-driven development.

Location: Fort Dauphin, Anosy Region, Madagascar
Commitment: 24 months, extendable, 40 hours a week
Salary: Local salary, up to £1,200 contribution for a return flight and up to £650 contribution towards insurance

Duties and responsibilities

- Lead the daily management of SEED's social media platforms, including developing and scheduling content across all channels, with a particular focus on expanding SEED's TikTok presence.
- Produce, edit, and publish engaging written, visual, and multimedia content for social media, website, newsletters, and PR, ensuring alignment with SEED's brand and communications goals.
- Gather stories, photos, and videos from field sites to highlight SEED's work, ensuring safeguarding, consent, and data protection policies are upheld.
- Develop and edit donor updates in collaboration with programme teams to showcase project impact.
- Oversee the production of blogs and articles, editing contributions from staff and volunteers for external publication.
- Line-manage the Junior Officer, providing day-to-day guidance, feedback, and professional development opportunities.

- Support the development of the Communications team STAGE interns, remote international interns and volunteers, ensuring learning and capacity building within the team.
- Deliver media, consent, and storytelling training to international staff, strengthening best practice across the organisation.
- Manage the relationship between Communications and Programmes teams to deliver major fundraising appeals, from concept to promotion; from storyboarding and gathering updates to shape engaging communication content that highlight SEED's impact.
- Work with the Coordinator and International Operations Manager to ensure consistent and impactful messaging for appeals and campaigns.
- Contribute ideas for innovative fundraising content and approaches to broaden SEED's donor base.
- Support the review and evaluation of communications platforms against agreed marketing KPIs.
- Contribute to quarterly communications reports for trustees, providing insights and analysis on content performance and audience engagement.
- Ensure SEED's brand identity is consistently reflected across all outputs, with oversight from the Coordinator.
- Uphold SEED's safeguarding, whistleblowing, and anti-corruption policies, ensuring best practice in all communications.
- Work flexibly, including outside standard office hours when necessary, to meet tight deadlines (e.g., donor reports, funding documents).
- 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.

Person specification

- A degree-level qualification in Communications, International Development, or a related discipline, or equivalent practical experience.
- At least 1–2 years' professional experience in communications, marketing, or fundraising, ideally within the non-profit sector.
- Some prior experience in line management, supervision, or project coordination.
- Experience creating and managing social media content and marketing campaigns.
- Demonstrate a working knowledge of producing and managing high-quality photo and video content.
- Confident in editing visual content with software such as Canva (experience with CapCut, GetResponse, or similar tools desirable).

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- Excellent writing and editing skills, with proven ability to tailor messaging for different audiences and platforms.
- Ability to communicate an organisation's ethos and mission to diverse national and international audiences through photography, videography, and writing.
- Strong verbal and written communication skills with a keen eye for detail.
- Demonstrated interest in conservation and community development, with an understanding of international development challenges in the global south desirable.
- Knowledge of PPC, content strategy development, or other advanced communications tools desirable but not essential.
- Strong organisational skills, with the ability to work to tight deadlines and manage multiple priorities.
- Proven problem-solving skills and the ability to deal appropriately with challenging situations.
- Passion, curiosity, and motivation for the role, with the ability to enthuse and inspire others.
- Capacity to build skills and share knowledge across cultures, working with people from diverse economic and cultural backgrounds and across multiple language barriers.
- Awareness of and comfort with increased social and professional responsibility, always working with cultural sensitivity and respect.
- Confident and socially skilled, able to provide guidance and support to junior staff and volunteers.
- Flexible and patient, with the ability to work both independently and as part of a team.
- Commitment to SEED's ethos, values, and safeguarding approach, acting as a positive ambassador at all times.
- Willingness to adapt to living and working in a low-income country with sometimes basic living conditions.
- Fluent English to a high standard (both spoken and written).
- Basic working knowledge of French is desirable though not essential.

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, rural 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 entry level officers to work alongside national staff and expand our team.
More information on the work of SEED can be found at www.madagascar.co.uk

Application procedure

Interested applicants should send a CV and covering letter in English outlining why they wish to take up this position and 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

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

We value concise and focused applications. To help us review all submissions efficiently, please limit your **CV to a maximum of four pages**. Unfortunately, longer CVs cannot be considered.

Applications deadline: Monday 23rd February 2026 at 23:59 GMT. Applications will be reviewed on an ongoing basis throughout this period. Candidates will complete an exercise, long-listed applicants will have an initial informal interview with Madagascar based staff and short-listed applicants will then be offered an interview with the London team.

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.