



## JOB DESCRIPTION

<b>Position Title:</b>	Communications Officer
<b>Department:</b>	Communication
<b>Project</b>	MHF, MTB, HTN, NMC, Core & PTSU
<b>Supervised by:</b>	Communications Manager
<b>Supervises:</b>	N/A
<b>Contract Type:</b>	Open-ended contract
<b>Classification:</b>	A3- IPE 48
<b>Location:</b>	Antananarivo/Landscape (depending on needs)
<b>Date:</b>	June 2022

### I. Mission of the Department

To implement the WWF Madagascar communication strategy and plan in support of conservation goals and objectives set in the Strategic Plan.

### II. Major Functions:

Under the supervision of the Communications Manager and in collaboration with Landscape Managers, project/programme Managers and Officers, the Communications Officer will ensure that WWF Madagascar's communications goals are achieved through:

- 1) Proactive communications support to WWF's conservation programme and teams (PTSU, Core, landscapes)
- 2) Production of communication materials, stories and visuals in accordance to WWF's standards ,
- 3) Broad diffusion of communication actions and products through events and other communication channels.
- 4) Contribution to the development and implementation of landscape or thematic communications strategies and plans.

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### III. Major Duties and Responsibilities:

#### Visuals and Production

- Produce news stories, features, videos, and other media in Malagasy, French and English to support project / programme conservation outcomes.
- Publish and share news stories and other communication materials in website, blog, newsletter, social media...
- Edition and translation of communication contents.
- Develop communication materials (newsletters, blogs, website, brochures, flyers, roll-ups, goodies...).
- Manage and update WWF photo/video database and reply to material queries.
- Ensure WWF branding is well applied at the landscape and national levels and is enhancing WWF visibility.

#### Events and Diffusion

- Enhance public engagement to our conservation strategy through social media communication.
- Produce media reviews of WWF Madagascar actions.
- Contribute to develop awareness campaign and events.
- Contribute to the development of partnerships with media, public or private sector.



- Produce and share communication materials for WWF Network and enhance WWF Network relations.
- Ensure media coverage of WWF actions.

#### **Other duties**

- Build communications capacity of WWF Staff and partners.
- Other tasks as agreed with the line manager.

#### **IV. Profile:**

##### **1. Required Qualifications and experiences :**

- A Degree level (Master 1/bac+4) in Marketing / Communications / Media / Journalism or other relevant field
- At least 3 years relevant professional experience in communications, preferably in an NGO.
- Proficiency in the use of Apple Mac OS editing softwares, preferably Final Cut Pro & Adobe suite CC 2022 (Premiere Pro, After Effects & Photoshop).
- Good knowledge of Office (Word, Excel, Power point...).
- Knowledge of website content management tools (preferably Wordpress).
- Excellent written and spoken Malagasy, French and English.

##### **2. Required Skills and Competencies:**

- Sensitivity to the cause of nature or in social & humanitarian activities.
- Good social and communications skills.
- Ability to work and deliver multiple simultaneous products.
- Articulate, creative, passionate, flexible and tenacious.
- Ability to work as part of a team in a multi-cultural environment.
- Proven success record in media relations.
- Familiar with environmental sustainability and conservation issues in Madagascar, or strong desire and ability to learn
- Adherence to WWF's values, which are: *Courage, Respect, Integrity and Collaboration*.

#### **V. Working Relationships:**

- 1. Internal:** Interacts with the WWF Madagascar various teams (Landscape, PTSU), Communications interns, WWF International and other WWF Network staff.
- 2. External :** Interacts with the media, specialists/consultants, and other stakeholders,

#### **VI. Expected Results:**

- WWF Madagascar communications are contributing to transforming attitudes and behaviors among key audiences through strategically-aligned, targeted communications.
- WWF Madagascar visibility is enhanced and WWF work and results are shared to target audiences (general public, decision makers, media, donors, partners, WWF network...) through high quality and attractive products or other communication activities (events, campaigns...).



This job description covers the main tasks. Other tasks may be assigned as necessary according to organizational needs.

Prepared by Supervisor \_\_\_\_\_ Date: \_\_\_\_\_

Approved by P&C Manager \_\_\_\_\_ Date: \_\_\_\_\_

Approved by Country Director \_\_\_\_\_ Date: \_\_\_\_\_

Approved by the employee \_\_\_\_\_ Date: \_\_\_\_\_