



JOB DESCRIPTION

Position Title: Interim Communication Officer
Department: Communication
Project MHF, MTB, HTN, **NMC**, Core & PTSU
Supervised by: Communications Manager
Supervises: N/A
Date: June 2025
Classification: A3- IPE 48
Based at: Antananarivo

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 interim Communications Officer will:

1. Ensure continuity and impact of internal and external communications during the maternity leave period.
2. Sustain and amplify WWF Madagascar's digital presence and media visibility.
3. Coordinate communication efforts related to key campaigns, events, and strategic institutional milestones.
4. Provide communication support to technical and landscape teams to promote WWF's conservation results.

III. Major Duties and Responsibilities:

In collaboration with Landscape Managers, Project/Programme Managers and Officers and under the supervision of the Communications Manager, contribute to the development and implementation of landscape or thematic communications strategies and plans.

Digital communication & content production

- Manage WWF Madagascar's social media platforms (Facebook, LinkedIn, Instagram, Twitter/X), including editorial planning, content creation, and performance analysis.
- Produce monthly or bi-monthly newsletters using Mailchimp.
- Regularly update the website in French and English.
- Develop and supervise flyers, brochures, newsletters, and social media kits.
- Ensure all communication products respect WWF branding guidelines.
- Coordinate with graphic designers, photographers, and videographers for high-quality content.

Media & Press Relations

- Ensure regular media engagement and press releases about WWF activities.
- Organize press briefings and media field visits.
- Act as a focal point for media partners.

Campaigns and event coordination

Coordinate and contribute to key events including:

- July: International Day for the Conservation of the Mangrove Ecosystem
- August: Youth Mobilization Campaign
- September: Community-led Conservation Storytelling
- October & November: Lemurs Day, COP, Fire Prevention and Legal Communication

WWF MDCO

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- December: Reforestation Campaigns and launch of WWF Madagascar's Strategic Plan

Support to technical and landscape teams

- Provide communications support to project teams to showcase conservation impacts.
- Assist in producing various communication tools for internal and external use.

Coordination, reporting & administration

- Participate in internal and regional communication meetings.
- Maintain and update communications databases (media, publications, contacts).
- Provide monthly reports on communication performance (media monitoring, social media analytics).
- Ensure documentation and smooth transition for handover before and after the interim period.

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 :

- Bachelor's Degree in Communication, Journalism, Marketing, or related fields.
- At least 3 years of professional experience in communications, preferably in an NGO.
- Proficiency in Office tools and Adobe Creative Suite (Premiere, Photoshop, InDesign, Illustrator).
- Knowledge of Mailchimp, Meta Business Suite, Creator Studio, and CMS tools.
- Excellent written and spoken Malagasy, French, and English.

2. Required Skills and Competencies:

- 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
- Sharing WWF's values: Courage, Respect, Integrity & 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:

- Communication activities aligned with WWF's Strategic Plan are maintained.
- High visibility and engagement are ensured for WWF Madagascar campaigns and projects.
- WWF's digital presence and media coverage are sustained or improved.



- Smooth transition to and from the interim role is ensured and well documented.

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: _____