



## JOB DESCRIPTION

**Position Title:** Communications Officer  
**Department:** Communication  
**Project** HTN & NMC Landscape, PTSU, Core  
**Supervised by:** Communications Manager

**Supervises:**

**Date:** July 2017

**Classification:** A3- IPE 48

**Based at:** Antananarivo/Landscape (depending on needs)

### II. Major Functions:

Under the supervision of the Communications Manager and in collaboration with landscape leaders, project/programme managers and officers, the Communications Officer will ensure that WWF-Madagascar's communications goals are achieved through:

- 1) Acting as a focal point to ensure proactive communications support to PTSU, Core, HTN & NMC landscape programmes,
- 2) Ensure visual and production of communication materials and stories for WWF-Madagascar,
- 3) Ensure broad diffusion of communication actions and products through events and other communication channels.

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### III. Major Duties and Responsibilities:

- In collaboration with Landscape Leaders, 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.

### Visuals and Production

- ☐ Produce news stories, features, videos, and other media in Malagasy, French and English to support project/programme conservation outcomes and partnerships.
- ☐ 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.
- ☐ Manage and update communications database (contact database, stories database...)
- ☐ Produce media reviews of WWF Madagascar actions.



- ☐ Contribute to develop awareness campaign and events.
- ☐ Promote and develop 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 :**

- ☐ At least a degree level in communications or related field.
- ☐ At least 3 years relevant professional experience in communication, preferably in an NGO.
- ☐ Good knowledge of Office (Word, Excel, Power point...) and knowledge of Adobe softwares (Photoshop, Indesign, Illustrator, Premiere...).
- ☐ Knowledge of website content management 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.
- ☐ Interest in conservation and environmental issues.
- ☐ Adherence to WWF's values, which are: *Knowledgeable, Optimistic, Determined, Engaging.*

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

##### **1. Internal:**

- ☐ Communications Manager,
- ☐ Landscape Leaders/Managers,
- ☐ PSTU members,
- ☐ Communications interns,
- ☐ Technical Officers,
- ☐ WWF staff in general.

##### **2. External :**

- ☐ Media,
- ☐ Partners,
- ☐ WWF Network.

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



WWF Madagascar communications are contributing to enhance the profile of WWF Madagascar, so that WWF Madagascar is considered as THE conservation NGO in Madagascar, well founded in the Malagasy society, demonstrating measurable conservation impacts and is a sustainable programme.

WWF Madagascar communications are contributing to transforming attitudes and behaviours 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 POD Manager \_\_\_\_\_ Date: \_\_\_\_\_

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

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