



JOB DESCRIPTION

Position Title:	Communications Officer
Department:	Communication
Project	MHF, MTB, HTN, NMC, Core & PTSU
Supervised by:	Communications Manager
Supervises:	N/A
Date:	October 2019
Classification:	A3- IPE 48
Based at:	Antananarivo/Landscape (depending on needs)

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.

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.
- ☐ Manage and update communications database (contact database, stories database...)

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- ☐ 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 :

- ☐ Bachelor's Degree in Marketing / Communications / Media / Journalism or other relevant field
- ☐ At least 3 years relevant professional experience in communications, preferably in an NGO.
- ☐ Good knowledge of Office (Word, Excel, Power point...) and knowledge of Adobe softwares: Premiere and Photoshop preferably, Indesign, Illustrator.
- ☐ 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.
- ☐ Familiar with environmental sustainability and conservation issues in Madagascar, or strong desire and ability to learn
- ☐ Adherence to WWF's values, which are: *Knowledgeable, Optimistic, Determined, Engaging.*
- ☐ Adherence to WWF ways of working (Behaviours).
 - Strive for Impact: *«I am results driven. Everything I do, the way I think, plan and implement is driven by a relentless search for impact. »*
 - Listen Deeply: *«I go beyond my point of view and strive to see the bigger picture from different perspectives. I stay curious and listen deeply to what others have to say. »*
 - Collaborate Openly: *«I'm a global citizen working for a living planet. I am constantly thinking of how with others, together, we can be more impactful. I work across boundaries, openly ask for help and share what I know, both internally and externally. »*



- Innovate Fearlessly: *«I take risks to find better solutions. I measure progress and learn from mistakes. I share both success & failures. I encourage others to do the same. »*

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: _____