

# COMMUNICATION AND AWARENESS-RAISING OFFICER



**Office Location: Antananarivo ou Taolagnaro (Fort-Dauphin)**  
**Project End Date: 9/6/2025**

## JOB DESCRIPTION

### **Pact Overview**

At the heart of Pact is the promise of a better tomorrow. A nonprofit international development organization founded in 1971, Pact works on the ground in nearly 40 countries to improve the lives of those who are challenged by poverty and marginalization. We serve these communities because we envision a world where everyone owns their future. To do this, we build systemic solutions in partnership with local organizations, businesses, and governments that create sustainable and resilient communities where those we serve are heard, capable, and vibrant.

Pact is a recognized global leader in international development. Our staff have a range of expertise in areas including public health, capacity development, governance and civil society, natural resource management, monitoring and evaluation, small-scale and artisanal mining, microfinance and more. This expertise is combined in Pact's unique integrated approach, which focuses on systemic changes needed to improve people's lives and promoting collaboration and sustainability.

### **Project Overview**

Pact is recruiting a **Communication and Awareness-Raising Officer** for its program in Madagascar, including the USDOL-funded child labor reduction project in Madagascar – Reducing Child Labor in Mica-Producing Communities in Madagascar. Project outcomes include: (1) increased resiliency of members of vulnerable households in mica-producing communities, (2) increased capacity of government officials to address child labor in the mica supply chain; and (3) increased engagement of non-governmental stakeholders to address child labor in the mica supply chain.

### **Position Purpose**

Reporting to the Knowledge, Monitoring and Evaluation Manager, the Communication and Awareness-Raising Officer is responsible of internal/external communication and public awareness of Pact programs in Madagascar at national and international level. In collaboration with the programmatic team, the government, stakeholders and beneficiaries, he/she will lead actions to ensure a timely information's sharing by building a strong communication system.

The Communication and Awareness-Raising Officer will contribute actively to ensure capitalization, knowledge management, visibility and to the effectiveness of the project activities.

## **Key Responsibilities**

- **Communication raising awareness**
  - Support the project team in Developing and adapting a strategy and communication plan for Pact projects in Madagascar, particularly the Madagascar SHINES project, to raise awareness on the fight against child labor in the mica value chain
  - Lead the design and developing production of relevant promotional materials and ensure their dissemination at local, national and international level.
  - Work with the Program Outcomes leads to grow engagement on Child protection across Pact and partners.
  - Keep abreast of practices in public awareness-raising on child labor, child protection or child rights and incorporate best practices to the project communication strategy and activities.
  - Provide technical and strategic support on communication aspect during the program implementation.
  
- **Knowledge management**
  - Support on the project knowledge management, develop and source information/stories and develop a comprehensive communication for dissemination to target audiences. Write and optimize content for the website, digital newsletters, print publications and social networking sites.
  - Contribute on Pact' projects capitalization, filing and communication material design (factsheet, 2 pagers...).
  - Partner with program and partners to create and maintain core documents on the project technical and geographic areas of expertise.
  - Ensure distinctive and consistent brand identity across all external outputs in compliance with Pact policies and USDOL branding and marking plan.
  - Monitor and evaluate content performance across distribution platforms against Key Performance Indicators.
  
- **Communication Events**
  - Develop media engagement strategy and manage relationships with journalists at key media outlets: draft press releases, media alerts, marketing and background materials, and support organizing media interviews.
  - Maintain calendar of key events/conferences/meetings and work with colleagues across the organization to maintain the internal collaboration and sharing.
  - Create, manage, and maintain accurate database and professional relationship of/with all partners participating in the project.
  - Facilitate partners meetings, workshops, or seminars when required.
  
- **Other duties as assigned.**

## Basic Requirements

- Degree in communications, journalism, marketing, or a related field is recommended.
- Minimum of three years of progressively responsible experience in national and international communications activities, including social media, digital, video, audio, and print formats, is required.
- Demonstrated experience with drafting and implementing communication outreach, and awareness-raising strategies and plans on issues related to Child labor, health, livelihoods
- Technical knowledge in Labor rights-awareness of labor rights, discrimination against women and children, child rights and abolition of child labor.
- Experience in, and knowledge of child rights, child labor issues, or on issues relevant to the mining sector of Madagascar is highly recommended.
- Demonstrated experience working with and managing the work of consultants and external supplier related to communication area
- Demonstrated capacity to write content : articles, reports, press release
- Demonstrated experience collaborating and maintaining strong relationships with media, community leaders, and community members is required.
- Demonstrated effective interpersonal and creative problem-solving skills.
- Demonstrated capacity in organizing large gathering events
- Willingness to travel to remote locations.
- Fluency in French and Malagasy is required.

## Preferred Qualifications

- Madagascar work experience preferred. Malagasy National preferred.
- Local dialectic knowledge of the Anosy and Androy regions is an advantage
- Experience in, and knowledge of, child rights and child labor issues is recommended
- Demonstrated capacity on designing communication tools is preferred
- English is highly recommended.

All interested candidates are invited to submit their application to:

[mdgrecruitment@pactworld.org](mailto:mdgrecruitment@pactworld.org)

including their resume (in English) with three professional referees and cover letter (in English)

on or before: **February 18<sup>th</sup> , 2024.**

*Review and shortlisting will be done on a rolling basis until such time as a successful candidate has been identified.  
Application beyond the deadline is receivable if the position still available.*

Pact is an equal opportunity employer and does not discriminate in its selection and employment practices on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity or expression, marital status, disability, genetic information, age, citizenship status, genetic information, matriculation, family responsibilities, personal appearance, credit information, tobacco use (except in the workplace), membership in an employee organization, or other protected classifications or non-merit factors.