

## **Job Title: Media Content and Communication Executive**

### **Job Description:**

We are looking for a dynamic and creative individual to join our team.

The ideal candidate will have a strong understanding of current social media platforms and be able to create engaging content in multiple languages.

### **Key Responsibilities:**

- Manage and maintain social media channels (Facebook, Instagram, etc.), including content creation and publication in English, Malay, and Chinese.
- Create compelling visual and written content, including photos, videos, and live feeds, for charity events and campaigns.
- Write news articles and press releases to promote upcoming events, initiatives, and organizational updates.
- Collaborate with designers, publishers, and reporters to ensure timely publication of event content across various platforms.
- Ensure all social media content is proofread, edited, and aligns with brand voice and messaging.
- Develop and execute digital marketing strategies to drive engagement and reach target audiences.
- Stay updated on trends in social media, digital marketing, and content creation to keep the organization's presence relevant and impactful.
- Capture photos and videos during events for use in promotional materials and social media (photography skills are a bonus).

### **Requirements:**

- Proficient in social media platforms such as Facebook, Instagram, and Canva.
- Fluent in English, Malay, and Chinese (both written and spoken).
- Minimum of a Bachelor's Degree in Digital Marketing, Communications, Media Studies or any related field.
- Fresh Graduates are welcome to apply.
- Possess own transport for event coverage and site visits.
- Knowledge of digital marketing and video/graphic editing is an added advantage.
- Strong writing skills, with the ability to craft clear and engaging news articles and press releases.
- Photography skills are a bonus.

If you have a passion for social media, content creation, and charity work, and are excited about making a difference, we encourage you to apply!