

**GEORGE TOWN WORLD HERITAGE INCORPORATED
STAFF RECRUITMENT OCT/NOV 2017**

COMMUNICATIONS OFFICER

A. Job Description

The Communications Officer is responsible for ensuring that the branding, marketing, promoting, and collaboration strategies of George Town World Heritage Incorporated are conducted in a highly professional manner. She or he will be supporting the Department of Communications and Collaborations in accordance to the Vision and Mission of George Town World Heritage Incorporated, and is expected to perform the following tasks and responsibilities in a highly professional manner.

B. Task and Responsibilities

- Execute publicity, branding and marketing strategies of the Company and it's activities.
- Execute communication and collaboration related activities and campaigns to enhance the Company's external relationship with the communities, councils, government entities and international agencies.
- Maintain inclusive, interactive and interesting platforms at digital and print media.
- Compilation of media contacts.
- Monitor and document media coverage related to the Company, it's activities and heritage related news.
- Liaisoning with media to secure maximum coverage for the Company and it's activities.
- Coordinate press statements release and press conferences.
- Assist in the coordination of press conference and press statements in an orderly, accurate and prompt manner as in accordance to the Company's interests.
- Assist in the responses to media/public enquiries and complaints.
- Prepare posters, presentations and speeches as instructed by the Management.
- Stand in as Master of Ceremony during events and activities.
- Maintain Company's website and other online accounts.
- Ensure the integration of a gender equality, cultural diversity and human rights-based approach in program/activity design, implementation and reporting.
- Establish and maintain effective working relationship with colleagues.
- Undertake other duties and attend meetings as assigned by the General Manager.

C. Requirements

- Diploma or Bachelor degree or equivalent qualifications in Communications, Public Relations, Journalism or similar field.
- Fresh graduates are welcome to apply.

- Good command on Adobe Photoshop, Adobe Acrobat, InDesign or other related software.
- Established experience on online media marketing.
- Speaks and write good Mandarin. Proficiency in English, Bahasa Malaysia, or Tamil will be an additional advantage.
- Good interpersonal and communication skills.
- Willingness to work on weekends or in the evenings.
- Able to work independently, collectively, and in responsible manner.

D. Application

- Complete the application form ([download from here](#)).
- Attach your latest and most persuasive resume.
- Attach an appealing cover letter (tell us why are you the best candidate for this position and your expected salary).
- Send all documents to hr@gtwhi.com.my by 10 November 2017.
- Only shortlisted applicants will be notified for interview.