

GEORGE TOWN WORLD HERITAGE INCORPORATED STAFF RECRUITMENT OCT/NOV 2017

COMMUNICATIONS AND COLLABORATIONS MANAGER

A. Job Description

The Communications and Collaborations Manager is responsible to lead the Department of Communications and Collaborations in accordance to the Vision and Mission of George Town World Heritage Incorporated. She or he shall take the lead in the planning, management, and execution of all matters related to the company's branding, marketing, promoting, and collaboration strategies in a highly professional manner.

B. Task and Responsibilities

- Develop and execute publicity, branding and marketing strategies to enhance the Company's external relationship with the communities, councils, government entities and international agencies.
- Formulate, supervise and improve the Company's communication and collaboration strategies.
- Develop, manage and execute the online publicity of the Company's activities.
- Develop and execute inclusive, interactive and interesting platforms and campaigns in promoting and distributing Company's activities and projects.
- Monitor media coverage related to the Company, its activities and heritage related news and suggest prompt and effective strategies to the Management.
- Provide prompt, efficient and constructive inputs to media/public enquiries and complaints.
- Maintain friendly and good relationship with media representatives and other stakeholders to enhance collaboration opportunities for the Company.
- Coordinate press conferences.
- Drafting of press statements contents.
- 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

- Bachelor degree or equivalent qualifications in Communications, Marketing, or related fields. Applicants without the necessary paper qualification but have demonstrated extensive practical experience will be considered.
- Minimum of 5 years relevant experience in the field.
- Advanced knowledge of online media management will be a plus.

- Excellent diplomatic, communication and networking skills.
- Excellent writing and speaking in English.
- Good command of Bahasa Malaysia, Tamil or Mandarin will be an added value.
- 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 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 before 10 November 2017.
- Only the shortlisted applicants will be notified for interview.