

**GEORGE TOWN WORLD HERITAGE INCORPORATED  
COMMUNICATIONS OFFICER  
COMMUNICATIONS AND COLLABORATIONS DEPARTMENT**

**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 its 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, its activities and heritage related news.
- Liaising with the media to secure maximum coverage for the Company and its activities.
- Assist in the coordination of press conferences and develop press statements in an orderly, accurate and prompt manner 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 the 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 an effective working relationship with colleagues.
- Undertake other duties and attend meetings as assigned by the General Manager.

**C. Requirements**

- Bachelor's degree or equivalent qualifications in Communications, Public Relations, Journalism or similar fields.
- At least three years of relevant experience.
- Good command on Adobe Photoshop, Adobe Acrobat, InDesign or other related softwares.
- Established experience in online media marketing.

- Able to speak and write well in Mandarin and English. Proficiency in Bahasa Malaysia or Tamil will be an added advantage.
- Good interpersonal and communication skills.
- Willingness to work on weekends or in the evenings.
- Able to work independently, collectively, and in a 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](mailto:hr@gtwhi.com.my) by 30 April 2018.
- Only shortlisted applicants will be notified for an interview.