

## **GEORGE TOWN WORLD HERITAGE INCORPORATED STAFF RECRUITMENT 2019**

### **COMMUNICATIONS ASSISTANT**

#### **A. Job Description**

The Communications Assistant 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. He or she will be supporting the Communications and Collaborations Department 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. Tasks and Responsibilities**

- Assist in 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.
- Assist in preparation of posters, presentations and speeches as instructed by the Management.
- Stand in as Master of Ceremony during events and activities.
- Assist in maintenance of 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 qualification in Communications, Public Relations, Journalism or similar fields.
- At least one year of relevant work experience.

- Excellent command in spoken and written English. Proficiency in Bahasa Malaysia, Mandarin or Tamil will be an added advantage.
- Good command of Adobe Photoshop, Adobe Illustrator, InDesign or other related software an added advantage.
- Strong understanding of website management and social media.
- 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 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).
- Only shortlisted applicants will be notified for an interview.