

GEORGE TOWN WORLD HERITAGE INCORPORATED
RECRUITMENT NOTICE
(21 MARCH 2022-21 APRIL 2022)

Position : Communications Officer
Department : Department of Communications and Collaborations
Reports To : Communications and Collaborations Manager
Supervises : Nil

1. Job Description

The Communications Officer is responsible for a company's communication with various stakeholders and target audiences. This includes website and social media management, conduct events, preparation of speeches and media statements, and other publicities, communications and collaboration strategies. The Communications Officer reports to the Communications and Collaborations Manager.

2. Responsibility and Authority

- a) Manage and maintain the publicity, branding and marketing strategies of the Company and its activities. This includes drafting and editing content for marketing collateral such as website pages, press statements, fact sheets, social media posts, etc.
- b) Execute communication and collaboration related activities and campaigns to enhance the Company's external relationship with the communities, councils, government entities and international agencies.
- c) Maintain inclusive, interactive and interesting platforms at digital and print media.
- d) Compilation of media contacts.
- e) Monitor and document media coverage related to the Company, its activities and heritage related news.
- f) Build and maintain the company social network directory.
- g) Liaison with media to secure maximum coverage for the Company and its activities.
- h) Assist in the coordination of press conferences and press statements in an orderly, accurate and prompt manner as in accordance to the Company's interests.
- i) Assist in the responses to media and public enquiries and complaints.
- j) Prepare posters, presentations and speeches as instructed by the Management.
- k) Stand in as Master of Ceremony during events and activities.
- l) Maintain Company's website and other online accounts.

- m) Participate in the documentation and implementation of policies and standard operating procedures consistent to ensure the effective operation of the company.
- n) Establish and maintain effective working relationships with colleagues.
- o) Undertake other duties and attend meetings as assigned by the General Manager.

3. Qualification and Experience

- a) Degree or higher qualifications in Communications, Public Relations, Journalism or related subject.
- b) At least five years of professional working experience.
- c) Highly organized with meticulous attention to detail and able to work independently.
- d) Established experience and capacity on the website and social media management, including Facebook, Twitter, LinkedIn, YouTube and other platforms.
- e) Knowledge on Adobe Photoshop, Adobe Acrobat, InDesign or other related software will be added value.
- f) Trustworthy with high integrity.
- g) Good communication and interpersonal skills.
- h) Proficiency in spoken and written English and Bahasa Malaysia. Knowledge in Mandarin or Tamil will be an additional advantage.
- i) Willingness to work on weekends or in the evenings.
- j) Able to work independently, collectively, and in a responsible manner.

4. Application

- a) Fill in the Application Form Online (<https://na3.ragic.com/gtwhi/ragichr/8>) by 21 April 2022.
- b) Only shortlisted applicants will be notified for interview.
- c) Write to hr@gtwhi.com.my for more information.