

## **GEORGE TOWN WORLD HERITAGE INCORPORATED RECRUITMENT NOTICE (AUGUST 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 different target audiences, including stakeholder, journalists, consultant, government department and the community. They advise other employees and managers on communication tasks, and use written and verbal skills to create a close and positive relationship and incorporate communication material. By communicating effectively with their target audience, they help to build a positive reputation for the company.

### **2. Responsibility and Authority**

- a) Provide support in the publicity, branding and marketing strategies of the Company and its activities including 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) Maintain and in charge for the George Town World Heritage Incorporated website.
- e) Compilation of media contacts.
- f) Monitor and document media coverage related to the Company, its activities and heritage related news.
- g) Build and maintain company social network directory.
- h) Liaison with media to secure maximum coverage for the Company and its activities.
- i) 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.
- j) Assist in the responses to media/public enquiries and complaints.
- k) Prepare posters, presentations and speeches as instructed by the Management.

- l) Stand in as Master of Ceremony during events and activities.
- m) Maintain Company's website and other online accounts.
- n) Ensure the integration of a gender equality, cultural diversity and human rights-based approach in the programme and activity design, implementation and reporting.
- o) Establish and maintain effective working relationships with colleagues.
- p) Undertake other duties and attend meetings as assigned by the General Manager.

### **3. Qualification and Experience**

- a) Bachelor degree or equivalent qualifications in Communications, Public Relations, Journalism or similar field.
- b) At least seven years of working experience in the relevant field.
- c) Experience of promoting social media e.g. Facebook, twitter, LinkedIn, YouTube and other platforms.
- d) Knowledge and experience of Adobe Photoshop, Adobe Acrobat, InDesign or other related software will be added value.
- e) Knowledge and experience of maintaining and editing company website.
- f) Passion for communications and the internet.
- g) Speak and write good Mandarin. Proficiency in spoken and written English, Bahasa Malaysia, or Tamil will be an additional advantage.
- h) Strong understanding of website management and social media.
- i) Good interpersonal and communication skills.
- j) Willingness to work on weekends or in the evenings.
- k) Able to work independently, collectively, and in a responsible manner.

### **4. Application**

- a) Fill in the Application Form Online ([GTWHI Employment Application](#)).
- b) Only shortlisted applicants will be notified for interview.
- c) Write to hr@gtwhi.com.my for more information.

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