

GTWHI_JD-05-03-03
COMMUNICATIONS ASSISTANT 3

- 1. Job Title** : Communications Assistant 3
- 2. Department** : Communications and Collaborations
- 3. Reports to** : Communications and Collaborations Manager
- 4. Supervisee** : Nil

5. Main Purpose of Job

The Communications Assistant 3 is responsible to assist the company’s communication with different target audiences, including stakeholder, journalists, consultant, government department and the community. She or he assists with publicity, branding and marketing strategies of the company and its activities, supports the company communications task and responses to the media and public enquiries. The Communications Assistant 3 reports to the Communications and Collaborations Manager.

- 6. Type of Contract** : Full-time
- 7. Duration** : Open-ended

8. Duties

- a) Assist in the communication and collaboration related activities and campaigns to enhance the Company’s external relationship with the communities, councils, government entities and international agencies.
- b) Assist 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.
- c) Assist in the maintenance of the Company's website and social media.
- d) Monitor and document media coverage related to the Company, its activities and heritage related news.
- e) Assist in the maintenance of company media contacts and social network directory.
- f) Liaison with the media to secure maximum coverage for the Company and its activities.
- g) 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.
- h) Assist in the responses to media/public enquiries and complaints.
- i) Prepare posters, presentations and speeches.

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- j) Stand in as Master of Ceremony during events and activities.
- k) Assist in the response to public enquiries, comments and complaints regarding issues related to George Town UNESCO World Heritage Site.
- l) Assist in the consultation to stakeholders, including the government and local communities on matters related to the World Heritage Site.
- m) Transmit information about the World Heritage site to the general public.
- n) Deliver presentations at visitations, meetings, seminars and events.
- o) Provide cross-department support as assigned.
- p) Provide task updates to the management monthly.
- q) Ensure the integration of gender equality, cultural diversity and human rights-based approach in program/activity design, implementation and reporting.
- r) Establish and maintain effective working relationships with colleagues.
- s) Maintain proper working file records and documentation.
- t) Undertake other duties as assigned by the supervisor and the General Manager.

9. Requirements

- a) Bachelor's degree or higher qualifications in communications, public relations, journalism or related subjects.
- b) No established working experience required.
- c) Proficiency in English and Malay (both oral and written) is required; knowledge of Mandarin or Tamil is an advantage.
- d) Knowledge of computer applications, particularly Microsoft Office applications, Adobe Photoshop and/or Adobe Acrobat.
- e) Proficiency in photography and video production will be added value.
- f) Genuine enthusiasm for, interest in and understanding of George Town's heritage.
- g) Good communication, engagement and interpersonal skills.
- h) Trustworthy and strong work ethic with high integrity.
- i) Highly organized with meticulous attention to detail.



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- j) Proactive nature.
- k) Self-motivated and able to work independently, collectively, and in a responsible manner.
- l) Willingness to work on weekends or in the evenings to mitigate and address urgent matters.
