

**Assistant Manager / Senior Executive  
- Corporate Affairs, Branding & Communications**

The intended responsibilities are, and not limiting to the following areas:

- + Public and Media Relations
- + Branding and Corporate Identity
- + Corporate Affairs and Communications
- + Advertising, Publicity & Promotions
- + Other functional skills which may directly or indirectly supplement the above areas
- + Social and Community Relations
- + Project Management
- + Copy and Content Management
- + Digital & Creative Productions

**Job Descriptions:**

- To administer and support internal and external communication e.g. newsletters, online articles, announcements, etc.
- To develop, measure and monitor progress of content on social media platforms, company websites, digital advertising and branding using web analytic tools where possible.
- To execute stakeholder engagement initiatives via various communication channels.
- To execute strategic initiatives to raise company profile and brand presence.
- To execute strategic initiatives to strive for organizational alignment towards brand internalization.
- To develop and proofread communications pieces for print and digital media, press releases, articles, scripts, speeches, corporate briefs, etc.
- To build strong media network and manage media relations.
- To monitor and update print and digital media coverage of company-related info and activities to ensure accuracy.
- To continually recommend innovative initiatives that enhance the effectiveness of the department's role in the organization.
- To collaborate with team members, stakeholders and other business units within the Group to ensure consistency and seamless messages in content production.
- Any other tasks assigned by your immediate superior or the Management.

**Basic Requirements:**

- Talents with at least 4 - 6 years' experience (Assistant Managerial level) and 1 - 3 years' experience (Senior Executive level) preferred
- Minimum a Diploma/Bachelor's Degree with relevant qualification(s)
- Talents with experience in the above portfolio are preferred
- Talents must have a flair for writing in different styles
- Talents with multiple language capabilities would be an added advantage
- Talents must be willing to travel to and work in Cyberjaya