

Digital Content Creator

Job Descriptions:

- Conduct research, plan, and implement digital marketing content strategies for corporate-related social media platforms as well as company verticals including books, kids, preschool, and academics (Facebook, Instagram and TIK TOK)
- Create original ideas, suggest fresh approaches to distributing digital content marketing, and stay current with emerging digital marketing trends.
- Assist in updating content on to company social media platforms whenever required
- Capable of utilising Adobe Photoshop/Adobe Illustrator/Canva for design tasks such creating graphics, editing pictures and posters for marketing use, and collaborating with the internal design team as needed.
- Able to handle editing of videos and understand how short video platforms (Reels and TIK TOK) works.
- Able to write good copies for social media and digital channels.
- Lead and produce content marketing materials (videos) for internal stakeholders.
- Monitor, analyse and report on the performance of digital channels/activities using available platform analytics, and feeding stakeholders with strategies, ideas to inform on future activities.
- Participate in regular departmental and cross departmental progress meetings.
- Contribute to and work with teams to develop, manage and implement the digital side of integrated marketing campaigns.
- Ensure digital marketing plans such as SEO standards, hashtags and keywords are driving and leading towards the company goals and sales.
- Work as a team and support companywide events whenever required.

Job Requirements:

- Bachelor's degree ideally in digital marketing or communications, or relevant experience in digital marketing role.
- Have interest in kids, kids' products, learning and academic content.
- Experience in developing and managing social media campaigns across channels such as Facebook, Instagram and YouTube.
- Experience of photography and creating/editing images, using packages such as Adobe Photoshop.
- Experience of video production, including filming, editing and delivering via short form and long form channels/platforms.
- Understanding of digital analytics and social metrics.
- Proficient in Bahasa Malaysia & English
- Ability to speak Mandarin is an added advantage;
- Applicants must be willing to work in Bandar Baru Bangi.

Required document:

Interested candidates are requested to write in with:

- Updated resume stating qualifications, work experience, current and expected salary with a recent passport-sized photography;
- Transcripts from SPM to current education level;
- NRIC photocopy;
- Latest 3 months payslip.