

## Corporate Communication

**Salary RM1,800-2,400**

**The Corporate Communication is responsible** for providing and maintaining effective, timely public relations services as well as managing and executing both internal and external communications for Pelangi Publishing Group. Additionally, this role will support in developing effective internal communications strategy to promote PELANGI spirit and enhance employee engagements.

### We are looking for

- **Proven success in developing and executing an internal and external communication strategy**
- **An excellent writer and storyteller with a passion for creating engaging content.** An ability to apply creativity to communications to reflect the culture of the business via graphic design, video creation and digital media.
- **Ability to identify opportunities for continuous improvement, establish credibility with leadership teams,** partner with wider business teams and deliver exceptional communications outcomes.
- Strong commercial judgement and ability to think critically.
- Exceptional attention to detail with high tolerance for ambiguity.
- **Young at heart, fun and has a sense of humour.**
- Driven, outgoing, and is a self-starter.

### Job Description:

#### Communication & Branding (40%)

- Develop and managing the implementation of Corporate Communications strategies and marketing communication material to advance the Company's Corporate image.
- Oversee and manage effectiveness of initiatives rollout to various channels, including digital, website, direct mail and social media channels.
- Conduct post-review to analyses results of executed activities and initiatives and identify weakness and areas for improvement.
- Managing Public Relationship between the Brands and Media, including KOL and Influencer, engage these partners to strengthen the Brand and Media relationships.
- Identify and manage new & existing partnerships opportunities for collaboration to reach wider audience and yield better result.
- Assist in managing team members of Brand & Marketing Department to align on department mission and targets to deliver.
- To coordinate and facilitate interviews enquiry from students, media and etc.
- Communicate well with external company representative, NGO's, government, blog writers, trademark registration agent and etc.
- Organize internal employee engagement activities and events (i.e. townhalls, festive celebrations

- Participant and organizing employee engagement activities, CSR activities, events and exhibitions.
- Maintaining websites and reports on data analytics.
- Public speaking; emcee and presentation.

### **Content Creator (30%)**

- Create company literature and other forms of communication such as press release, LinkedIn posting and interview answers.
- To work on and deliver press releases, media relations content, executive bios, corporate e-newsletter content, social media content, and speaking proposals.
- Conduct research, plan, and implement digital marketing content strategies for company related social media platforms (Facebook, Instagram and TIK TOK)
- Create original ideas, suggest fresh approaches to distributing digital content marketing, and stay current with emerging digital marketing trends.
- 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 communication and digital channels/activities using available platform analytics, and feeding stakeholders with strategies, ideas to inform on future activities.
- Contribute to and work with teams to develop, manage and implement the communication and digital side.
- 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.

### **Design (30%)**

- 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 graphic design team as needed.
- Able to handle editing of videos and understand how short video platforms (Reels and TIK TOK) works.
- Creative in basic designing and creating materials (blog cover, e-newsletter announcement etc.) for such events and posting.
- Recommend, implement and maintain site design and operation.

**Job Requirements**

- Bachelor's degree ideally in mass communication, business studies, digital marketing, or significant experience of working in a communication role.
- Minimum 2 years of Communication, Digital Marketing & relevant experience.
- 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, WIX, Canva and blog.
- Experience of video production, including filming, editing and delivering.
- Understanding of digital analytics and social metrics.
- Able to establish and maintain effective working relationships with stakeholders and other departments.
- Able to deliver creative ideas, and execute a range of concurrent projects, on-time