

Digital Content Creator (Junior, Chinese Segment)

Job Descriptions

Content Creation

- Produce engaging visual and written content for social media platforms, including but not limited to, Facebook, Instagram and TikTok.
- Assist in the development of social media content calendars to ensure a consistent posting schedule.
- Source and curate user-generated content, as well as relevant industry news, articles, and trends for sharing on social media.
- Collaborate with the marketing team to align content development with marketing campaigns, sales and promotions.
- Capable of assisting cross functional teams with content creations and social media broadcasting.
- Good knowledge of content creation tools (Editing tools, Canva, social media apps)

Community management:

- Engage with our online community by responding to comments, messages, and mentions. Monitor and report on key social media metrics to track the success of content and campaigns.
- Use data-driven insights to make recommendations for improvements.
- Foster meaningful interactions with our audience to build brand loyalty and trust.

Trend and Platform Awareness:

- Stay current with social media trends, platform updates, and emerging technologies.
- Explore fresh concepts for content curation and be receptive to new approaches.

Qualifications:

Bachelor's degree in a Creative field, Marketing, Communications, Journalism, or any related field.

2-3 years of experience in content creations and managing social media platforms.

Creative thinker, with problem-solving skills, and a keen eye for aesthetics.

Fluent and proficient in Mandarin. Proficient in Bahasa Malaysia & English is an added advantage.

Strong organizational skills and attention to detail.

Enthusiastic and willing to learn and adapt to industry changes.

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;
- Link to design portfolio and relevant past works
- Transcripts from SPM to current education level;
- NRIC photocopy;
- Latest 3 months payslip.