

JOB DESCRIPTION

COMMUNICATIONS LEAD

This role reports to the Manager of GG Comms

You will be part of our small, but highly impactful, Communications team who thrives on raising awareness and credibility of Generasi Gemilang's public profile. You will be strategizing and managing all media communications according to Generasi Gemilang's organizational directions.

MAIN RESPONSIBILITIES

1. Strategise and implement actionable plans to grow our reach through popular social media platforms such as Facebook, Instagram, YouTube, LinkedIn and TikTok
2. Produce education related content for publishing to build Generasi Gemilang's brand as top of mind for education work among the B40 community
3. Plan and execute speaking engagements and/ or media interviews as another means to build the organisation's brand
4. Strategise and implement actionable plans for fundraising and donor engagement through email, social media and website engagement
5. Manage Generasi Gemilang's social media platforms, including content scheduling, monitoring, and responding to public interactions, to ensure consistent and meaningful engagement with the audience
6. Plan, develop, and oversee the design, content, and production of marketing materials to support GG's programmes, as needed, ensuring alignment with brand guidelines and communication objectives

SKILLS & QUALIFICATIONS THAT WORK BEST FOR THIS ROLE:

- Degree holder with 3–4 years' experience in PR, Marketing Communications, or Event Management.
- Excellent written and verbal communication skills across various platforms; proficiency in Bahasa Malaysia and Mandarin is an advantage.
- Proficient in Microsoft Office with strong ICT skills; experience with Adobe Illustrator and Photoshop is a plus.
- Well-versed in managing social media platforms (e.g. Facebook, Instagram, YouTube, LinkedIn, TikTok).
- Passionate about education for vulnerable communities; able to travel and has own transport.

TRAITS WE ARE LOOKING FOR

Let us know if you think the following describes you!

YOU LOVE **communicating clearly**

Clear, consistent and compelling communication is everything to you, especially through writing. You are passionate about giving every person that interacts with Generasi Gemilang an unforgettable experience.

YOU LOVE **curating content**

Content curation and creation especially in the area of education, feeds your interest. You love finding creative ways to transform fresh content into clear, bite size pieces that emotionally moves our audience.

YOU ARE **tenacious**

Many things we embark on doing aren't easily accomplished. But the challenge excites you and you think of new ways to get the job done.

YOU **get things done**

You can multitask, and you don't have a problem getting your hands dirty. You follow through on every task, no matter how big or small. You understand the importance of keeping on schedule and within budget. You are creative, resourceful and dedicated to seeing things to completion.

YOU LIKE **people** & TELL AMAZING **stories**

Hardly anyone you know would describe you as shy. You love meeting new people and are a wonderful storyteller, sharing about the wonderful work our team does in educating and providing basic needs to vulnerable communities. You also have a knack for bringing people together for a common cause.

What you will find in GG



Fair and equitable salaries,
EPF and SOSCO
contributions,
Replacement days off



Personal growth and
career development
through training and
project work exposures



Health & Wellness benefits,
Insurance coverage for
personal accident &
hospitalisation,
Family benefits



Fun colleagues who play
badminton and pickleball,
lunch together at viral
kopitiam and organises
group-buy deals!

YAYASAN GENERASI GEMILANG Reg No.:201401045029 (1121213-V)

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