

Yayasan Generasi Gemilang

IS

LOOKING FOR A COMMUNICATIONS LEAD

◀ Tell Stories That Change Lives at Generasi Gemilang!

Join our small but mighty Communications Team and shape the way Malaysia sees education for underserved communities. As Communications Lead, you'll strategise campaigns, craft content, and manage platforms that amplify our programmes. Your creativity and voice will build our brand, rally partners, and inspire our stakeholders, directly fueling the mission to provide equitable education for underserved children and families!

WHAT YOU'LL BE DOING:



Strategise & grow our reach via **social media** – IG, LI, TT, YT



Manage social media platforms & **public interactions**



Plan & execute **speaking & booth engagements**



Drive **fundraising** & donor engagement via email/social/web



Produce GG services content to build **brand recognition**



Curate **design & marketing** materials

Have you checked us out?
www.gengemilang.org



DOES THIS DESCRIBE YOU?

You are a **DIGITAL STORYTELLER** –
you turn facts and updates into narratives that resonate.

You think **AUDIENCE FIRST** –
you understand and adapt to ensure messaging is clear.

You are **DATA-INFORMED**, not just CREATIVE –
you can interpret metrics, using them to guide your content creation.
Your creativity becomes purposeful!

You thrive on **COLLABORATION** –
you enjoy working with teams and are an effective bridge between the
departments and the public!

You are calm under the **SPOTLIGHT** –
you handle tight deadlines & curve balls with professionalism and smiles. :)

SKILLS & QUALIFICATIONS



- 🎓 Degree holder, 3–4 yrs in PR/Marketing/Event roles
- 🗨️ Excellent written & verbal skills in Eng & BM. Mandarin a plus
- 💻 MS Office, ICT skills; Adobe Illustrator/Photoshop a plus
- 📱 Experienced in social media management
- ❤️ Passionate about education for vulnerable communities
- 🚗 Willing to travel and work weekends – minimal ;)

SALARY AND PERKS OFFERED

Family benefits
Health & Wellness coverage
Training & Development provisions
Replacement time-off
and more!

Send your resume and portfolio to:
jobs@gengemilang.org

