

Organisation: PERGAS
Job Title: Assistant Executive, Digital Media

General Purpose of Position:

The Assistant Executive, Digital Media develops advertising and marketing plans and strategies with the aim of highlighting programmes and services offered by the organisation.

Summary of Responsibilities/Duties:

- Assist in implementing marketing plans for various departments through social media
- Maintain Pergas website & blog
- Assist in creating content to deliver consistent and desired organizational image and positioning
- Ensure all collaterals are in line with Pergas branding guideline
- Assist in fundraising efforts
- Perform any other duties as required by Supervising Officer

Education and Experience:

- Degree in any field of studies
- Degree in Digital Media or its equivalent is an added advantage
- At least 3 years of relevant digital marketing experience
- Familiar with the expectations of a Volunteer Welfare Organisation

Profile:

- Able to think outside the box
- Able to work in a fast-paced and demanding environment
- Adept at working individually with minimal supervision and also with varied teams and workgroups
- Self-motivated and dependable
- Attentive and proactive
- Honest and trustworthy
- Flexible and open-minded

- Meticulous with an eye for details and resourceful

Type of Skills and/or License or Certification Required:

- Adept at strategic marketing specifically in advertising campaign
- Familiar with Photoshop or Illustrator
- Adept in building long-term relationships with media agencies
- Possess a good sense of digital marketing trends and demographics and their changing needs with regards to media access channels (e.g. social media networks etc.)
- Adept at liaising with internal and external stakeholders
- Ability to collate and articulate market data/information in a meaningful manner
- Excellent service orientation skills
- Good interpersonal skills
- Good time management
- Proficient in English, Arabic and Malay language
- Good organisational skills
- Adept at multi-tasking
- Strong verbal and written communication
- Well-versed in Microsoft Office software suite

Internal/External Contact:

- External - Media agencies, vendors, other stakeholders
- Internal - Staff members

Physical Work Environment:

- Desk-job in an office setting
- Occasional outdoor filming