

Job Description



Organisation:	PERGAS
Job Title:	Community Dakwah Outreach Strategist
No. of Reportees:	N.A.
Job Grade:	Executive
Position Reports to:	AHOD, Religious Leadership

General Purpose of Position:

The Community Dakwah Outreach Strategist conceptualises, strategies, plans, and manages the implementation of Pergas community dakwah programmes, efforts and campaigns for the public across the multiple digital and physical platforms and manages the advocacy grant for the community in addition to the Pergas Religious Guidance public engagement initiatives.

Main Duties:

- Identify, curate and conceptualise fresh ideas for the Pergas Certificate Program/Training/ Courses/ Customized Program/ Conference/ Workshop for the public via the various platforms (digital/physical)
- Plan, strategise and manage the implementation of these Certificate Programs/Training/ Courses/ Customized Programs/ Conference/ Workshop for the public via the various platforms (digital/physical)
- Analyse and report data to measure content effectiveness and develop optimisation plans for ongoing and future dakwah programmes, efforts and campaigns.
- Coordinate and manage the Advocacy for Community Dakwah Outreach - Insan Muslih Grant
- Coordinate the Pergas Religious Guidance public engagement program/campaign/initiatives
- Co-manage the Pergas community dakwah outreach digital approaches, promotions and platforms, including Radio, Spotify, Podcast, Facebook, and TV.

Education and Experience:

- Bachelor's Degree in any discipline of Islamic Studies.
- Highly proficient in Malay and English.
- Good proficiency in Arabic in order to curate and vet Arabic and religious content and programmes.
- Keep abreast with current issues, social trends and local and global dakwah programmes.
- Possess a strong ability to conceptualise and articulate programmes in writing and storyboarding.

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- Good research and interview skills.
- Good organisational, communication and presentation skills.
- Basic understanding of broadcasting and editing.
- Keen to connect and collaborate with Mosques and other Islamic institutions and organisations.
- Familiar with the expectations of a Volunteer Welfare Organisation.

Profile:

- Very passionate and caring personality.
- Able to work in a fast-paced and demanding environment.
- Adept at working individually with minimal supervision and with varied teams and workgroups.
- Meticulous with an eye for details and resourceful.
- Self-motivated and dependable.
- Able to work with initiatives.
- Attentive and proactive.
- Honest and trustworthy.
- Flexible and open-minded.

Type of Skills and/or License or Certification Required:

- Very strong organisational and presentation skills.
- Good planning and time-management skills.
- Well-versed in digital skills.
- Proficient in English and Malay language.
- Strong networking skills.
- Strong verbal and written communication and interpersonal skills.
- Adept at multitasking.

Internal/External Contact:

- External - Vendors/suppliers, Mosques, Islamic institutions, Muslim student bodies.
- Internal - Staff members, Asatizah, experts, local personalities.

Physical Work Environment:

- Hybrid
- May be required to work in Pergas Digital Studio