

Job Title:**Design & Social Media Executive****Job Summary:**

The **Design & Social Media Executive** is responsible for creating engaging visual content and managing the organization's digital presence across various platforms. This role combines creativity and communication skills to strengthen the brand image, promote programs and initiatives, and connect effectively with the community.

Key Responsibilities:**Design & Creative Content**

- Develop high-quality visuals such as posters, buntings, handbooks, brochures, and other marketing materials.
- Ensure all designs align with the organization's branding guidelines and visual identity.
- Support internal teams in producing creative materials for campaigns, events, and awareness activities.
- Capture and edit photos and videos for digital marketing, documentation, and promotional use.

Social Media Management

- Plan, create, and schedule posts across the organization's social media platforms (e.g., Facebook, Instagram).
- Write clear, engaging captions and copy aligned with the organization's tone and messaging.
- Monitor page performance and engagement; prepare and present monthly social media reports.
- Collaborate with program teams to share stories, event highlights, and volunteer updates.

Content & Campaign Support

- Assist in developing creative concepts for awareness campaigns and online events.
- Update and maintain content on the organization's website.
- Work with the Communications and Program teams to gather stories and visuals for publication.

- Stay updated on social media trends, tools, and best practices to enhance content quality and reach.
- Provide live event coverage and real-time updates during community activities when required.

Requirements:

- Diploma or Degree in Graphic Design, Mass Communication, Marketing, or a related field.
- Minimum 2–3 years of experience in design and content creation.
- Proficient in design and editing tools such as Canva, Adobe Photoshop, Illustrator, Premiere Pro, and CapCut.
- Strong visual sense with excellent attention to detail and brand consistency.
- Good communication and writing skills in English and Bahasa Malaysia.
- Ability to read and write in Mandarin is compulsory.
- Familiar with social media management and analytics tools.
- Creative, self-motivated, and able to work both independently and collaboratively within a team.
- Photography and video editing skills will be an added advantage.