



Malaysian Association of Social Workers (MASW)

Calling for applications! MASW would like invite interested and qualified individuals to apply for the position of a Communications Officer.

Job Description: Communications Officer

Help us make the invisible heroes of Malaysia visible! Social Workers are at the frontline of the most delicate and important issues of Malaysia's society today. For example, they are the ones providing professional support to an abused child or a woman escaping domestic violence. Social work is life-saving and life-changing.

Social Workers need the recognition they deserve. They are in the shadows, rather than being celebrated; they are under resourced rather than being supported.

The Malaysian Association of Social Workers (MASW) has been championing strengthened social service workforce by establishing and promoting professional competency in practice, education, and research.

This year, UNICEF Malaysia and MASW have come together to enhance social work's visibility in Malaysia by embarking on a joint advocacy and communication strategy through an interagency coalition. Effective and innovative communication through diverse media platforms i.e. traditional and social media is essential to raise awareness and change the perceptions of public on social workers in order to recognise the positive impact they make in the lives of vulnerable individuals and communities.

The successful candidate will be based at MASW's office at Petaling Jaya, Selangor.

Responsibilities:

- Develop and co-implement the **Communications strategy** for MASW and Social Work Coalition, including identifying which social media accounts are suitable to achieve the target goal and audience, and can be sustained in the long term for MASW.
- **Key messages:** Coordinate consultation with MASW and SW Coalition to develop key messages, narratives and advocacy and communication materials
- **Producing assets and materials:** Produce and/or co-develop with agency, the advocacy and communications materials, including the supervision of materials from concept work through to production. Oversee the qualitative aspects of such production (e.g. quality control, translation, review of layouts and graphic design).
- **Digital outreach and engagement:** Manage MASW's social media platforms and website. This includes producing and posting content on MASW's website and social media accounts, setting up social media accounts, monitoring and evaluating social media engagement.
- **Publicity and Media relations:** Map and maintain a database of media agencies and contacts for publicity engagement; Reach out and engage with media outlets on media campaigns to raise the visibility of social workers; support the organisation of press events; coordinate interviews with TV, radio, print and social media agencies, etc.



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- **Media materials:** Prepare press materials such as media pack, press releases, OpEd, speeches, fact sheets and human interest stories to promote MASW goals and mission.
- **Influencers:** engage and manage celebrities and influencers including digital content creators who may be able to support Advocacy and Communications strategy.
- **Monitoring and evaluation:** Monthly review of Communications activities to ensure goals are being met.
- **AOB:** Knowledge sharing with MASW and SW Coalition on relevant communications skills.

Qualifications

- Bachelor's degree in communications, public relations, journalism or media relations
- 5-8 years of practical experience in communications, public relations, advertising or traditional and social media engagement
- Experience working in multi-cultural environment and/or social work, humanitarian or/and NGOs, government agencies, international organisations preferred

Skills and Abilities

- Proficient in using digital and media tools including media monitoring, analytics, and measurement techniques
- Ability to adapt information, analysis and data from projects for different media audiences including digital formats
- Fundamentals of working in various media formats – print, audio, video, web etc (e.g. Adobe Photoshop).
- Exceptional writing skills in English and Malay in a variety of styles including creative copywriting, news writing and technical writing. Proficiency in Mandarin or Tamil is an asset.
- Proven ability to handle numerous tasks at one time and meet deadlines under pressure.
- Proven ability to work as part of a team.
- Proven ability to effectively manage relationships with media representatives, government officials and other partners.
- Work independently with minimal supervision
- Good networking skills
- Passionate about social issues

Duration

- 5 July 2023 to 4 July 2024
- Extension subject to performance



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Application

- Please send your cover/ application letter, CV/ resume and examples of previous work done on content and materials production, media engagement and fund raising to the HR Manager, communication@masw.org.my
- Deadline for application: 5 June 2023

PSEA

MASW has a zero-tolerance policy on sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination and fully committed to safeguarding the rights and protection of all boys, girls, women and men.