

**Asia-Pacific Broadcasting Union**  
**Job Title: Communication Officer**  
**Location: Kuala Lumpur, Malaysia**

**Job Overview:**

The Communication Officer at Asia-Pacific Broadcasting Union will play a crucial role in enhancing our online presence and engaging with our audience. This individual will be responsible for managing social media accounts, creating content for our online magazine and website, and communicating regularly with members to share their stories and experiences.

**Key Responsibilities:**

**1. Social Media Management:**

- Develop and execute social media strategies to increase engagement and reach.
- Create, schedule, and post content across various social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.).
- Monitor social media channels and respond to inquiries and comments in a timely manner.
- Analyse social media metrics to track performance and adjust strategies as needed.

**2. Content Creation for Online Magazine and Website:**

- Write, edit, and publish articles, blog posts, and other content for the organisation's online magazine and website.
- Collaborate with other departments to gather content ideas and stories.
- Ensure all content aligns with the organisation's brand voice and editorial standards.

**3. Member Communication and Engagement:**

- Regularly communicate with members to gather stories, news, and updates.
- Upload member stories and other relevant content to the website.
- Develop and maintain a content calendar to ensure timely and consistent updates.
- Create newsletters and email campaigns to keep members informed and engaged.

**4. General Communication Support:**

- Assist in the development and implementation of communication plans and strategies.
- Provide support for internal and external communication efforts as needed.
- Work closely with the departments to ensure cohesive messaging across all channels.

**Qualifications:**

- Bachelor's degree in Communications, Journalism, Marketing, or a related field.
- Proven experience in social media management and content creation.
- Strong writing, editing, and proofreading skills.
- Familiarity with social media analytics and tools.
- Ability to work independently and as part of a team.
- Excellent organisational and multitasking abilities.
- Strong interpersonal and communication skills.

**Preferred Qualifications:**

- Experience in the broadcasting industry.
- Proficiency with content management systems (CMS) such as WordPress.
- Graphic design skills and proficiency with design software (e.g., Adobe Creative Suite).

**Application Process:**

Interested candidates should submit their resume, cover letter, and samples of previous social media posts and content writing to [shabana@abu.org.my](mailto:shabana@abu.org.my)

Asia-Pacific Broadcasting Union is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.