



INSTITUT JANTUNG NEGARA
National Heart Institute

We are looking for a suitable and qualified candidate for the following position:

CONTENT CREATOR (PERMANENT) CORPORATE COMMUNICATION

Responsibilities

- Carry out research and plan effective and engaging content ideas for the health-related topic.
- Prepare well-structured draft using digital publishing platforms.
- Create and distribute marketing copies to promote the organization and its services.
- Interview health professionals and incorporate their views in social media post.
- Edit & proofread content prior to publication.
- Optimize content according to SEO standards and principles.
- Promote content, monitor engagement and identify the latest health trends.
- Coordinate with marketing & creative team to illustrate articles.

Requirements

- Possess Bachelor Degree in Marketing / Mass Communication / Journalism or equivalent.
- Proven work experience as a Copywriter, Content Creator or any similar role.
- Proficient oral and writing skills in English and Malay language.
- Sound knowledge of SEO and keyword research, able to fact-check long content pieces and have exceptional time management & organizational skills.
- Possess experience with Content Management System, Microsoft Office and Design Software (Photoshop, Illustrator etc.)

Closing Date

6th April 2021

**Talent Acquisition Unit
Human Capital & Organizational Development**

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**Note: All unsuccessful applications shall not be retained in our database.
Only SHORTLISTED candidates will be contacted.**