



## **JOB DESCRIPTION**

### **Executive, Advocacy and Outreach**

Communications and Multimedia Consumer Forum of Malaysia (CFM)

#### About the role

The ideal candidate will play a crucial role in managing and executing communications, engagements, advocacy and outreach programs related to consumer issues.

#### Key Responsibilities

##### Media Engagement:

- Assist in planning and manage communication and relationship between CFM and Media
- Monitor CFM and consumer-centric happenings and be the focal point of reference.
- Communicating CFM's agenda and messages effectively to the media via press conference, press releases, statements etc.

##### Consumer Engagement:

- Engage with the target audience to push consumer rights, consumer-centric messages and efforts by CFM
- Coordinating meetings, networking and organising events/forums/webinars and any other form of engagements in creating awareness.
- Executing requests and tasks from the Ministry, MCMC and other governmental organisations in realizing the national agenda.
- Maintain a strong and transparent relationship with vendors in facilitating outreach engagement or plan execution.

##### Brand Management:

- Assist in managing the CFM's official website development, content and management, maintaining corporate branding.
- Social media: Create content and update/response for social media postings and enquiries, propose content for alert/ warning notes, events, media releases and awareness and schedule content posting, support user department on social media content and provide social listening for social media report (monthly, unless otherwise requested)
- Craft contents for newsletter/video
- Assist on Annual Report publications and other relevant publications

##### Additional Skills/Qualifications

- Graphic Designing Skills.
- Fluent in Bahasa Melayu and English Languages.
- Excellent writing skills in Bahasa Melayu and English.

