

<b>Denomination of the position</b>	:	Manager, Digital & Communications
<b>Location</b>	:	Kuala Lumpur, Malaysia

We are looking for a content-first digital leader who owns MGCC's digital presence end-to-end, acting as a hands-on creator, editor and publisher. The role ensures MGCC presents a credible, relevant, and compelling digital voice to German and international audiences, particularly German companies considering Malaysia. This person will drive engagement and leads through strong digital storytelling and high-quality content, while also leading the adoption of AI tools and digital trends to improve content impact, engagement, and team workflows.

## DUTIES & RESPONSIBILITIES

### Creative Content Strategy & Storytelling

- Own MGCC's digital content across LinkedIn, website and all key digital platforms
  - Fully own LinkedIn strategy, posting, engagement, and audience growth
  - Create compelling content including posts, visuals, videos, interviews, and thought leadership
  - Manage community engagement and inbound enquiries across social platforms
- Translate PR, events, and insights into effective digital stories
- Develop content for German investors and decision-makers
- Ensure consistent tone, quality, and messaging across all digital channels

### Dynamic Content Production

- Manage end-to-end production of MGCC podcast/video, including scheduling, recording, editing, and publishing
  - Execute video interviews, member features, and event highlight content
  - Ensure timely turnaround of post-event digital content
- Provide technical and operational support for livestreaming and digital execution of events
- Manage monthly e-newsletters and digital campaign delivery

### Website & CRM Management

- Maintain and update MGCC website on Ibexa for accuracy, functionality, and user engagement.
- Implement basic on-page SEO strategies and monitor performance.
- Manage Microsoft Dynamics CRM workflows to ensure data accuracy, provide user training, and optimize member engagement.

### Brand & Digital Assets

- Maintain and organize MGCC's digital asset library.
- Develop reusable content templates aligned with AHK Style Guide.
- Manage cost-effective in-house content production setup.

### Digital & Social Media Marketing

- Coordinate with third-party agencies to deliver digital marketing services, including content creation, campaign management, and analytics.
- Develop and implement social media strategies: content planning, engagement tactics, and performance monitoring.

### Communications & Operations

- Execute annual communications plan in collaboration with internal teams.
- Provide digital communication support and cross-selling assistance to other departments.
- Assist with budgeting and perform additional tasks as required.

## **SKILLS & QUALIFICATIONS**

- Minimum 4 years of experience in content creation, digital communications, or B2B marketing.
- Agile, forward-thinking mindset with a focus on continuous improvement.
- Exceptional attention to detail, strong storytelling ability, and visual presentation skills.
- Excellent writing and editing skills in English.
- Native German language proficiency is a strong advantage.

**This is a local position based in Malaysia under a contract defined by local standards and conditions.**

**Please send us your cover letter, CV, salary expectations and notice period via email to [hr@malaysia.ahk.de](mailto:hr@malaysia.ahk.de)**

**Only shortlisted applicants will be notified.**