



**ARUS EDUCATION SDN BHD** (1177232-U)

86, Jalan Perniagaan, Pusat Perniagaan Alma,  
14000, Bukit Mertajam, Pulau Pinang  
+604 548 4254 | [www.arusacademy.org.my](http://www.arusacademy.org.my)

**Start date:** Immediately (Posted 27 July 2021)

**Position:** Digital Marketing and Programme Associate / Intern

**Duration:** Immediate until December, including 2 months probation period

**Location:** 86, Jalan Perniagaan, Pusat Perniagaan Alma, 14000 Bukit Mertajam  
Pulau Pinang.

**Compensation:** RM1,500 - 2,800.00

**Purpose:**

Create multimedia content, execute, manage and monitor creative marketing initiatives to support Arus Projects.

**Job description:**

- Plan and design exciting digital content for social media and programmes, including videos, posters, infographics etc.
- Create and repurpose captivating short videos using video footage, animated text or images for multiple platforms such as FB, IG, Youtube and TikTok.
- Create programme collaterals and still visuals for social media and websites using Canva.
- Write compelling captions to achieve objectives of the programme.
- Conduct research about current trends, developments, and perceptions about the subject matter to produce engaging and relevant content.
- Liaise efficiently with multiple teams and stakeholders to get information for content creation.
- Manage multiple social media channels on a daily basis to engage with our followers.
- Schedule, post and share content on multiple platforms on Arus as well as externally to increase brand awareness, visibility and conversions.
- Monitor and track analytics to get insights for strategy improvement.
- Support Programme implementation and participants tracking.
- Uploading and arranging content created into digital formats, such as Google Sites & Google Classroom.

**Interest/skills:**

- Have a deep interest in empowering and future-proofing our young generation and their teachers through meaningful education and digital skills.
- Social media proficient: Facebook, Instagram, Twitter, Telegram, TikTok.
- Experience creating creative short videos such as on Tiktok, IG reels and Youtube is highly desirable.
- Experience designing with Canva and After Effects is highly desirable.

- Passionate about digital content creation.
- Able to work in a fast-paced environment and under pressure.
- Communicate well.
- Love engaging people.

**Requirements:**

- Able to multitask across different scope of work.
- Highly independent and able to work collaboratively as part of a team.
- Proficient in written Bahasa Melayu and English for social media and website.
- Mastery of Chinese or Tamil is highly desirable but not required.
- Experienced in Google Productivity Tools (Google Drive, Sheets, Docs, Slides, Sites)
- Keen eye for detail and good design.
- Upholds excellence and takes pride in your own work.
- Believe in a growth mindset for oneself and an ability to adapt to changing environments.
- Able to work remotely with work completed punctually.

**To Apply:**

- Send us your resume, sample of past work AND
- A video under 30 seconds telling us either:
  - Why coding is important for children. OR
  - Why every teacher should teach media literacy.
- Email them to: [enquiry@arusacademy.org.my](mailto:enquiry@arusacademy.org.my) AND [phuiyee.yam@arusacademy.org.my](mailto:phuiyee.yam@arusacademy.org.my)

Your fun and brilliant colleagues are waiting for you. Hope to see you in our inbox soon!