



JOB VACANCY

JOB TITLE: COMMUNICATIONS OFFICER

REPORTS TO: EXECUTIVE DIRECTOR

DIRECT REPORTS: INTERNS/VOLUNTEERS (as needed)

STATUS: FULL TIME

LOCATION: PETALING JAYA, SELANGOR

APPLICATION PERIOD: 17 DECEMBER 2021 – 31 JANUARY 2022

About the organisation

Amnesty International is a global movement of more than 7 million supporters, members and activists in over 150 countries and territories who campaign to end grave abuses of human rights.

Amnesty International Malaysia (AI Malaysia)'s vision is for a world in which every person's fundamental human rights is protected as enshrined in the [Universal Declaration of Human Rights](#). AI Malaysia's mission is to undertake study and action focused on preventing and ending grave abuses of the rights to physical and mental integrity, freedom of conscience and expression, and freedom from discrimination, within the context of its work to promote human rights.

AI Malaysia is independent of any government, political ideology or religious creed. It does not support or oppose any government or political system, nor does it support or oppose the views of the victims whose rights it seeks to protect. It is concerned solely with the impartial protection of human rights.

Position Detail

Overview:

The Communications Officer plays a vital role within Amnesty International Malaysia, maintaining our public profile, producing communications designed for supporters and members of the public, and generating extensive media coverage for human rights campaigning and engagement priorities. The Communications Officer is at the forefront of crafting compelling, cohesive, effective messaging that reaches a wide Malaysian audience.

Media coordination

- Serve as local press officer for Amnesty International Malaysia, liaising with media, producing and sending out press releases, responding to media inquiries, and channelling them as appropriate. Coordinate with regional office press officer as appropriate.

- Create and deliver on media strategies for priority campaigns and engagement topics
- Produce and disseminate press releases, Q&As, and other media outputs
- Coordinate interviews and help draft responses
- Work with key staff to write compelling op-eds, placed in online and print outlets
- Develop relationships with key journalists and pitch stories
- Maintain a database of media contacts
- Organise press and public events
- Monitor media and social media hits

Managing communications channels

- Assist with editing and proofreading of online and offline materials
- Support the management and production of campaign resources
- Creating infographics and graphic posts for content (primarily for Canva but we are open to other software); manage posting schedule and content on AIM's website and social media
- Manage social media accounts
- Translating outputs from English to Bahasa Malaysia and vice versa
- Develop and experiment with new forms of content that will reach a wider audience

Campaign and Membership Support

- Assist in the planning and organisation of campaigns and engagement outreach, in line with strategic goals and objectives
- Balance planned communications outputs with the need to react quickly to human rights issues
- Research effective ways to campaign and communicate on human rights concerns in Malaysia, as well as monitor and conduct evaluations of communications strategies and plans.
- To facilitate effective and timely communications relating to the team's campaigns, including newsletters and urgent bulletins
- To draft or devise high quality communications materials in a clear, concise, and compelling format, ensuring they are timely, have clear objectives and plans, target the right actors, and deliver impact. These materials will be for both external and internal use, including campaigning and action strategies, campaign digests, web features, blogs, op-eds, public statements and audio-visual and social media content

Essential requirements:

- Excellent writing skills; demonstrated editing and proofreading ability
- Fluency in both written and spoken English and Bahasa Malaysia required
- Familiarity with Canva
- Basic familiarity and experience with video production and editing
- A strong commitment to advancing human rights, and interest in local and global human rights issues
- Ability to handle sensitive information with confidentiality



- Ability to produce quality work under time pressure and competing priorities
- Can work both autonomously and as a team player with effective interpersonal skills
- Creative thinker
- Ability to see strategies and plans through to completion
- Flexibility and adaptability
- Committed to Amnesty International's values and goals
- A willingness to work beyond office hours and on public holidays and weekends, when necessary (with replacement leave for work done outside working hours)

Desirable qualities:

- Familiarity with Malaysian media landscape
- Experience working with human rights or civil society organisations
- Knowledge of digital security best practices
- Fluency in a vernacular language

Please submit your resume, cover letter and three references to amnesty@amnesty.my by 31st January 2022 . Please include the title of the position you are applying for in the subject line: i.e “APPLICATION: COMMUNICATIONS OFFICER.”