



POSITION: SENIOR EXECUTIVE, SOCIAL MEDIA MANAGEMENT

LOCATION: CYBERJAYA

REPORT TO: HEAD OF COMMUNICATIONS

JOB PURPOSE:

The Social Media Senior Executive is responsible for implementing MyDigital ID's social media content strategies, including daily content postings, community management, influencer interactions, and monitoring of social media conversations. The role ensures that MyDigital ID's social media presence is vibrant, timely, and responsive to audience needs. This role works in close collaboration with the Event and Community Communications Lead and the wider communications team to drive engagement, build digital trust, and promote positive brand sentiment. The Social Media Senior Executive will also contribute to the development of content calendars, ensuring alignment with MyDigital ID's communications goals.

KEY RESPONSIBILITIES:

Content creation & posting

- Write and post engaging content across MyDigital ID's social media platforms, ensuring alignment with the organisation's tone and messaging.
- Assist in the development of social media campaigns and initiatives based on strategic goals set by the senior management team.

Daily monitoring & community management

- Monitor social media channels for mentions, discussions, and engagement; respond to comments, messages, and queries promptly and in line with community guidelines.
- Maintain active engagement with followers, including re-shares, retweets, comments, and likes, to foster a community-driven environment.

Content calendar management

- Work closely with the content team to maintain and update a dynamic content calendar for timely execution.
- Ensure all posts align with key campaign timelines, public announcements, and real-time developments

Influencer coordination

- Support the identification of potential influencers and assist in managing influencer outreach programs.
- Coordinate with influencers and stakeholders to ensure smooth execution of collaborative content.

Reporting & analytics

- Assist in tracking social media performance using analytics tools, preparing monthly reports to highlight engagement, growth, and campaign success.
- Identify trends, themes, and sentiment shifts that may inform ongoing strategy adjustments.

QUALIFICATIONS:

Bachelor's degree in Communications, Marketing, Digital Media OR a related field or 3-5+ years of experience in social media management, communications, digital marketing successful campaign management or community engagement. Experience in handling social media for government agencies, public/private sector institutions, or large-scale campaigns (highly preferred).

REQUIRED COMPETENCIES SKILLS:**Content creation skills:**

- Strong writing ability, with the capacity to adapt tone and style for various audiences and social platforms.

Social media savvy:

- Proficient in graphic design (Canva or Adobe Photoshop), video editing (Canva Video, CapCut or Adobe Premiere Pro), content creation for social media (images, videos, posts), scheduling and analytics tools (Meta Business Suite, Hootsuite, Buffer), as well as basic photography, videography, and animation.

Engagement-focused:

- Skilled in building and nurturing relationships with online communities and responding to followers in real-time.

Adaptability:

- Ability to keep pace with fast-moving trends in social media and incorporate these into day-to-day strategies.

Team player:

- Comfortable working in collaboration with multiple departments, including content, creative, and senior management teams.

ADDITIONAL SKILLS:

- Security & privacy awareness: Able to draft user-safe messaging for identity products.
- Regulatory & policy compliance: Experienced with Malaysian social media and public-sector guidelines.
- Crisis & reputation management: Quick triage, calm public responses, coordinated escalation.
- Stakeholder & interagency coordination: Works effectively with government agencies, vendors and platform partners.
- Bilingual communications: Bahasa Melayu & English with strong cultural sensitivity.
- Social listening & evidence-based strategy: Convert insights into measurable improvements

TRAVEL REQUIREMENTS:

Travel is required occasionally to support events, stakeholder engagements, and other work-related activities.

Send your resume to **hr@myid.my** and **shenaz.razak@myid.my**.