



DEWAN FILHARMONIK PETRONAS  
KUALA LUMPUR, MALAYSIA

### ***Executive (Creative Strategy)***

Department: Communications & Creative Services

Location: Level 2, Tower 2, PETRONAS Twin Towers, Kuala Lumpur City Center

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#### **Requirements:**

- Recognized university degree in human science (communication, digital media), advertising, digital marketing, social media, graphic design or related disciplines
- Minimum 1-3 years working experience in creative process, graphic design, or related areas
- Knowledge in production and creative software
- Experience in using analytic software
- Knowledge in digital marketing
- Disciplined in project and time management
- Excellent leadership, communication, interpersonal, problem solving, and analytical skills

#### **Job Purpose:**

Be at the forefront of crafting captivating communication campaigns and multimedia content, collaborating with cross-functional teams, and using data-driven insights to optimize the department strategies. This position is a pivotal in shaping the department creative vision, ensuring to resonate with target audience, and driving the organization's success.

#### **Key Accountabilities:**

1. Campaign Development
  - Execute to the development of creative marketing campaigns and below-the-line materials that resonate with the target audience and effectively convey the brand's message.
2. Content Creation and Digital Management
  - Create multimedia and creative content to enhance the organization's online presence.
  - Collaborate with cross-functional teams, project owners, managers, and stakeholders to define website features and prioritize content that aligns with the organization's goals.
  - Refine customer journeys on the website from a creative and content perspective to improve user experiences and increase conversion rates.
  - Manage and execute social media strategies, ensuring that content is engaging and aligns with the overall digital strategy.
  - Schedule and update social media content, organization's websites, and other digital platforms to maintain relevance and consistency.
3. Creative Team Management
  - Collaborate with creative teams, including graphic designers, writers, and other creative professionals (creative and media agency). Provide guidance, direction, and feedback to ensure the successful execution of creative projects.
4. Budget Management
  - Manage budgets related to creative projects, ensuring that resources are allocated efficiently and effectively to meet project goals.

5. Data Analysis
  - Use data and analytics to measure the effectiveness of creative campaigns. Adjust strategies based on performance data and consumer feedback.
6. Client or Stakeholder Collaboration
  - Work closely with clients, internal departments, or external partners to understand their needs and objectives, and tailor creative strategies accordingly.
7. Presentation and Reporting
  - Prepare and deliver presentations to stakeholders to communicate the rationale and effectiveness of creative strategies. Provide regular reports on campaign performance.
8. Other Duties as Assigned by the Company
  - Plan and execute all other duties as assigned by the company.

**Generic Accountabilities:**

1. Networking and Relationship Building
  - Foster and sustain effective working relationships and rapport with the government authorities, business and management institutions, national and key industry players and service providers in order to keep abreast with latest development in the relevant markets and capitalize on insider status and strategic alliances to capture opportunities for new business ventures and enhance public confidence in the company business solutions, products and services.
2. Good Governance
  - Enforce the implementation of applicable procedures and guidelines and affect the compliance to statutory and legislative requirements in order to ensure conformance to the established Limits of Authority (LOA), policies and government regulations to safeguard company and shareholders' interest, image and reputation.
3. Mindset, Behavior & Culture
  - Develop and implement distinctive mindset, behavior and culture within the working team to achieve high work performance by adopting and implementing value interventions, tools and methodologies to promote and instill high sense of commitment, ownership, integrity and loyalty that will contribute to operational excellence.
4. Leadership & Capability Development
  - Drive the development of competent working team that will enhance and sustain staff capabilities in achieving high performance delivery to ensure internalization of the right leadership and capabilities in executing their jobs.
5. HSE Policies and Code of Conduct
  - Communicate, interpret, and champion the execution of the objectives and provisions of the Health, Safety and Environment (HSE) policies and Codes of Conduct and Business Ethics (COBE) within the working team and undertake appropriate mitigation and/or intervention programs.

Interested candidates are invited to submit a complete CV stating personal particulars, employment history, qualifications and current salary together with a passport sized photograph.

Please direct your applications via email to the following:

**Human Resource & Administration of Finance & Corporate Services Department**

DEWAN FILHARMONIK PETRONAS

Level 2, Tower 2

PETRONAS Twin Towers

Kuala Lumpur City Centre

50088 Kuala Lumpur.

Malaysia.

Email: [career@dfp.com.my](mailto:career@dfp.com.my)

- Only shortlisted candidates will be notified.
- All applications will be treated in the strictest confidence.
- Closing Date: **31 July 2024**