

Creador Foundation

Job title	<i>Content Creator (Financial Literacy) - Full-time</i>
Reports to	<i>Associates / Programme Managers of the Creador Foundation</i>
Term	<i>Full-time</i>
Remuneration	<i>Negotiable, depending on experience and level of expertise</i>
Location	<i>Kuala Lumpur</i>

About Creador Foundation

Creador Foundation is a registered foundation based out of Kuala Lumpur. We believe in empowering local communities so that they can take ownership of their own lives. We are funded by Creador, a private equity company focused on growth capital investments in South and Southeast Asia. We work mainly in two main sectors - education and arts and culture. Within the education pillar, we are focused on financial literacy for low and middle-income individuals through our financial education platform, Multiply (multiply.org.my).

We are looking for a motivated self-starter Content Creator who is passionate about making a change in the non-profit space, particularly in financial literacy to join our team and work on researching and creating easy to understand content for Multiply.

The selected candidate will receive a competitive remuneration package alongside other benefits. This role will be based in the Foundation's office in Kuala Lumpur, Malaysia.

Job scope

We are looking for a proactive Content Creator, passionate about making a change in the non-profit space. Content Creator will work with the Associates and Programme Managers in the preparation of relevant materials & deliverables, such as:

- Conduct independent primary and secondary research using innovative methods to gather accurate data on topics related to finance topics. This includes being proactive in conducting surveys/interviews, analyzing keyword/social media trends, making calls to relevant institutions to collect data such as factual information, demographics data and communities' stories.
- Identify the most suitable online learning approaches, formats, and materials that are interesting and helpful to our target audience, i.e. diverse B40 Malaysian entrepreneurs, on topics related to financial topics, using accurate data gathered.
- Create engaging, well-structured and easy to understand instructional materials on chosen financial topics by taking into consideration user experience optimisation. This can include diversifying the formats of content created (step-by-step guides, activities, quizzes, video scripts etc) and incorporating interactive and engaging elements within the content (e.g. humour).
- Incorporate feedback from multiple review sessions with different parties and from focus group testings with communities to refine and improve on the content.
- Coordinate with the designer to translate the written/curated content into illustrations and visualisations, e.g. infographics, flowcharts, GIFs, videos etc. to make the content interactive
- Providing input and assisting with the fact-checking of content to be published where necessary, including social media and digital marketing content

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Qualifications

The minimum qualifications are:

- Experience in creating engaging and relatable content and learning experiences for low income
- Experience in designing engaging and relatable content and learning experiences for Malaysians
- Excellent writing, proofreading, and editing skills in English, with similar skills in Bahasa Malaysia would be a great advantage

Additionally, candidates with the following background will be preferred:

- Experience in creating content for educational platforms
- Experience in instructional design e.g. background in conducting needs assessment, designing curriculum as well as instructional materials
- Experienced in writing finance topics
- Good understanding of social issues in Malaysia especially concerning the B40 income group
- Ability to work independently and collaboratively
- Ability to set priorities and handle multiple, competing time and resource demands

*If you are interested in applying, please submit your **CV** and **samples of your work or portfolio of your published articles** to people@creador-foundation.com by **31st December 2022**.*