



## About the Organisation

Edvolution is a social enterprise that works closely with the Ministry of Education and corporate partners to transform the education landscape through data-driven solutions. Our mission is to mobilise transformative leaders, competent educators and effective community builders to bring about lasting improvement to Malaysia's education system.

Our solutions include customised leadership programmes, curriculum development, teacher training and community empowerment. We integrate business leadership and management principles into our key activities to drive innovation and improvement in the education landscape. As a social enterprise, we also work with corporate clients, and reinvest our profits into community projects to benefit students, parents, and teachers.

Since 2017, we have provided training to 130 education officers, who in turn have mentored over 560 school leaders and 1,400 teachers in 140 schools nationwide, to impact roughly 42,000 students. As a diverse team of passionate changemakers, we are always looking for growth-oriented, purpose-driven individuals to join our team — to grow and lead change within society whether in small or big ways!

## Our Core Values

- **Collaboration** — We build effective, professional relationships within and across sectors.
- **Humility** — We demonstrate integrity, respect and a strong team spirit in our work.
- **Empowerment** — We create opportunities to empower others to reach their best potential.
- **Excellence** — We envision and strive for ambitious change in the systems and communities we engage.
- **Resilience** — We adapt to change and stay informed of the latest findings and methods for education.

**Role:** Senior Content Specialist (Digital Media)  
**Start Date:** Immediate  
**Employment Type:** Full time, 1-year contract (renewable)  
**Location:** Kuala Lumpur

We are looking for a **Senior Content Specialist** who is passionate about our mission and our work to join our **Brand & Communications** team. This role is based in Kuala Lumpur (work from home arrangement) with occasional travel throughout Malaysia. There may occasionally be a need to work on weekends or after hours to meet urgent deadlines or deliverables.

The Senior Content Specialist will be responsible for creating a content marketing strategy for Edvolution and its clients across all projects via social media, website, email and e-learning portals.

We expect the candidate to have experience in project and client management with a proven capacity to drive projects in a high-pressure environment to completion and work with agile teams and external specialists of varying levels of seniority while building and sustaining external relationships.

We expect the candidate to be an analytical and strategic thinker, with sharp skills in synthesising complex information, drawing conclusions, and translating them into action. Clearly communicating action plans to the client, stakeholders and the senior leadership team will be part of the candidate's daily work.

The candidate will work closely with Edvolution's Brand and Communications Lead whilst reporting to the respective Project Managers on progress, insights, KPIs, risks and mitigation plans.

## Duties & responsibilities

### 1) Content Strategy

- Lead brainstorming sessions with client and internal team to identify teachers' and students' learning behaviours, current educational trends and topics.
- Perform surveys, focus groups and roundtable discussions with teachers and students to identify potential content ideas to address learning challenges.
- Conceptualize content strategy to increase/maintain reach and engagement.

### 2) Content Curation

- Conceptualize content marketing activities. This includes but is not limited to the content schedule for social media, website, email and portal learning.
- Write scripts (videos, reels, carousels), articles, newsletters, and promotional materials.
- Work closely with the graphic designer and production team to translate content into videos, reels and carousels.
- Provide support to internal teams in creating promotional materials for community outreach activities.

### 3) Performance Management

- Create an analytics dashboard and tools to measure indicators of content engagement (reach, views, clicks, interactions, portal registration, portal engagement, website traffic, and application downloads)
- Create weekly and monthly reports that include but are not limited to key observations/insights/learnings and suggest next steps for continuous improvement.
- Lead and facilitate all status meetings and client meetings relating to content performance.

## Requirements

### 1) Knowledge and Skills

- 3 to 4 years of working experience is required. Experience in event coordination / education / teaching is preferred.
- Strong understanding of the Malaysian education system and syllabus.
- Fluent in English and Malay – verbal and written.
- Advance in Microsoft Excel, Microsoft PowerPoint, Google Sheet, and Google Slides.
- Good copywriting, writing and research skills.
- Have a high interest in and passion for education.
- Academic background in Journalism, Marketing, Advertising or Education is preferred.
- Proficient in understanding social media algorithms.

### 2) Ethically and Quality Driven

- Excellent organisational skills and ability to handle multiple tasks.
- Strong attention to detail.
- KPI or impact driven.
- Data-oriented.

### 3) Respectful and Collaborative

- Not ashamed to seek help and provide help to team members when needed.
- Have high ownership of the tasks and involve key team members when needed.

### 4) Learning Oriented

- Display high initiative to learn from all internal departments / experts without any guidance.
- Resourceful to identify solutions to problems independently.
- Display high initiative to learn to deepen understanding of the work.
- Resilient to meet the expectations / intended outcome of the project.
- Able to receive feedback and translate into action.

## Revolutionise education with us!

1. Please complete the application form at <https://surveymonkey.com/r/EEApplication>.
2. Once you have completed the form, send an email to [careers@myedvolution.com](mailto:careers@myedvolution.com) to inform the recruitment team.