

## About Pinkcollar

Pinkcollar Employment Agency is a professional migrant domestic worker recruitment agency with ethical sourcing and hiring practices for employers and workers. As a social business, our mission is to eliminate the unsafe and illegal migration of migrant domestic workers, while providing employers with highly-trained and reliable workers for the long-term, through a professional and transparent recruitment service they can trust.

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## The Role

Pinkcollar is looking for a curious, creative and proactive **Marketing Communications Intern** to join our team. If you are **passionate about creating meaningful change** and think bringing ideas to life is your strong suit, we would love to work with you!

You will be working closely with and reporting to Pinkcollar's Marketing Officer, with opportunities to collaborate across teams and contribute to mission-driven projects.

**Start Date:** June - July 2025

**Duration:** Minimum 3 months (preferably 6 months)

**Location:** Kuala Lumpur (Publika Shopping Gallery)

**Internship Allowance:** RM700

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## Responsibilities include:

- **Create meaningful and creative content** and visuals for social media platforms and marketing materials.
  - Assist in crafting brand-aligned messaging to **connect with different target audiences**.
  - **Support recruitment campaigns** by helping to attract and engage domestic workers, understanding what resonates with different audiences, and refining messaging accordingly.
  - **Contribute ideas** for brand campaigns, launches, or events targeting both employers and workers.
  - **Collaborate with the Sales and Recruitment** teams to ensure marketing efforts align with on-ground needs and realities.
  - **Help track content performance and engagement metrics** to inform and improve future campaign strategies.
  - **Work closely with the Marketing Officer** and other departments to ensure cohesive communication and support across the organisation.
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### Requirements include:

- **Minimum requirement holds at least a diploma in a related field or has 1 working year of experience** in marketing, communications, graphic design, or social media (this can include personal content creation).
  - **Collaborative, communicative, and self-motivated.** Is able to work well in a team, take initiative, ask questions, and share creative ideas.
  - **Fluent in both written and spoken English and Bahasa Malaysia;** proficiency in Bahasa Indonesia or Tagalog is a plus.
  - **Strong copywriting skills** with the ability to write clear, engaging captions, headlines, and short-form content.
  - Comfortable using **design and video editing tools** such as Canva, Adobe Suite, or CapCut, with a good eye for visual storytelling and layout.
  - Familiar with **social media platforms** including Instagram, Facebook, and TikTok, and has experience in creating or managing content (internships, freelance work, or personal projects all count).
  - **Basic understanding of digital marketing concepts** such as social media strategy, Google Ads, and SEO.
  - **Open to feedback and eager to learn,** with a strong interest in gaining hands-on marketing experience.
  - Access to a personal laptop and a smartphone with decent camera quality for day-to-day content creation and tasks.
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### Additional benefits include:

- 2 work from home days per week

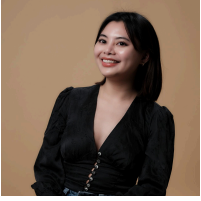
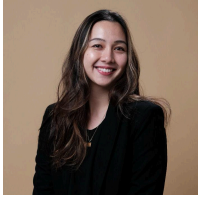
### Why Join Us?

- Purpose-driven work in a high-impact organisation
- Opportunity to drive real change in ethical recruitment and workforce management
- Work with a passionate and dynamic team in a fast-growing environment

If you believe you are a good fit and are interested and/or have any questions, please email [kina@hirepinkcollar.com](mailto:kina@hirepinkcollar.com) and cc: [mysha@hirepinkcollar.com](mailto:mysha@hirepinkcollar.com), [rossin@hirepinkcollar.com](mailto:rossin@hirepinkcollar.com) with your resume/CV, cover letter and portfolio.

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### Management Team

<p><u><a href="#">Zenna Law</a></u> CEO and Director</p> 	<p>Zenna is a Forbes 30 under 30 award recipient for Social Impact. She graduated with honours from UCL with a Bachelor of Arts in Politics and East European Studies. As a strong believer in the power of youth-led movements to innovate dated systems of work, she returned home in October 2017 to start Pinkcollar. Between 2015-2017, she gained experiences in the fields of diplomacy, nonprofit advocacy, social innovation, social services and state research across Moscow, Geneva and London, which all culminated into her strong conviction to start Pinkcollar to address long standing modern slavery practices in Malaysia's migrant recruitment sector.</p>
<p><u><a href="#">Sophia Aliza Jamal</a></u> COO and Director</p> 	<p>Sophia is a Forbes 30 under 30 award recipient for Social Impact. She graduated <i>Magna Cum Laude</i> from Duke University (USA) in 2017 with a Bachelor of Arts Degree in Public Policy Studies and a Certificate in Innovation and Entrepreneurship. Prior to joining Pinkcollar, Sophia worked at Khazanah Nasional Berhad as a strategy associate, focusing on responsible investment. She was also a United World College (UWC) Scholar at Li Po Chun United World College of Hong Kong and currently sits on the Malaysian National Committee that selects Malaysian candidates for the United World Colleges. Throughout pre-university and university, she was actively involved in anti-trafficking work and social entrepreneurship.</p>

### Awards & Media Recognition



### Press Mentions

Date	Publisher	Post Title and Link
8 May 2019	Young Southeast Asian Leadership Initiative	<a href="#"><u>Pinkcollar Community - Empowering Migrant Workers in Malaysia</u></a>
12 Aug 2019	World Bank	<a href="#"><u>International Youth Day: How a World Bank Youth Summit Winner is Helping Domestic Workers in Malaysia</u></a>
2 Oct 2019	Cultural Vistas	<a href="#"><u>YSEALI Seeds for the Future Grantee Helps Create Ethical Recruiting for Domestic Workers</u></a>
6 Oct 2019	Reuters, then reposted by New Straits Time, Free Malaysia Today and the Malay Mail	<a href="#"><u>Malaysia's first 'ethical' job agency targets modern slavery</u></a> <a href="#"><u>New Straits Times</u></a> <a href="#"><u>Malay Mail</u></a> <a href="#"><u>Free Malaysia Today</u></a>
8 Oct 2019	BFM	<a href="#"><u>Recruiting Migrant Workers Ethically</u></a>
14 Oct 2019	Cilisos	<a href="#"><u>There's a New Recruitment Agency in Malaysia that Hires Maids through...Social Media?</u></a>
Oct 2019	World Bank Group	<a href="#"><u>Development Digest: World Bank Group</u></a>
12 Nov 2019	Global Fund to End Modern Slavery	<a href="#"><u>GFEMS &amp; Fair Employment Foundation: Expanding models for ethical recruitment</u></a>
30 Nov 2020	Business Today	<a href="#"><u>MaGIC to match funding from Social Impact Matching Grant to 5 social enterprises</u></a>
30 Nov 2020	Digital News Asia	<a href="#"><u>Five Malaysian social enterprises receive funding boost from MaGIC's SIM Grant</u></a>
06 Apr 2021	BFM	<a href="#"><u>Improving Recruitment Processes for Foreign Domestic Workers</u></a>
20 Aug 2021	Winrock International & USAID	<a href="#"><u>Episode 4: Who Cares for the Carers?</u></a>
April 2022	Global Fund to End Modern Slavery	<a href="#"><u>The Global Fund to End Modern Slavery Announces New Program to Support Migrant Workers in Malaysia, Indonesia</u></a>
May 2022	Forbes	<a href="#"><u>Forbes 30 Under 30 Social Impact</u></a>

Date	Publisher	Post Title and Link
Sept 2022	Prestige Asia	<a href="#"><u>40 Under 40 - Sophia Aliza Jamal</u></a>
Oct 2022	Tatler Asia	<a href="#"><u>Gen T List - For making Malaysia's domestic helper market fairer and more efficient</u></a>
Oct 2022	Peers2Peers Podcast	<a href="#"><u>The Co-Founder of Pinkcollar Employment Agency on Chasing Our Value</u></a>
Nov 2022	Tatler Asia	<a href="#"><u>How this Entrepreneur's Company is Fighting Against Migrant Labour Exploitation</u></a>
February 2023	BFM	<a href="#"><u>Tackling Modern Slavery</u></a>
July 2024	BFM	<a href="#"><u>Ethical Solutions for Domestic Worker Recruitment</u></a>
Aug 2024	The Vibes	<a href="#"><u>Pinkcollar looks out for female migrants</u></a>
Sept 2024	Tatler	<a href="#"><u>Malaysian Social Enterprise Pinkcollar is Driving Ethical Recruitment for Migrant Workers Forward</u></a>
3 Dec 2024	UN Women	<a href="#"><u>Pinkcollar Recognised at UN Women Malaysia WEPs Awards for Advancing Gender Equality</u></a>

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## Video Features

Date	Publisher	Post Title and Link
9 Mar 2020	Astro Awani	<a href="#"><u>The Future is Female: Pinkcollar - Ethical recruitment for migrant domestic workers</u></a>
23 Sep 2020	Malaysian Global Innovation and Creativity Centre	<a href="#"><u>20 Questions for Pinkcollar</u></a>
26 June 2023	The Star	<a href="https://www.thestartv.com/v/can-ethical-recruitment-protect-domestic-workers-r-age"><u>https://www.thestartv.com/v/can-ethical-recruitment-protect-domestic-workers-r-age</u></a>
18 Dec 2024	Cilisos Media	<a href="#"><u>A Migrant's Second Home</u></a>
18 Dec 2024	Sos Cili	<a href="#"><u>Perjuangan Pembantu Rumah</u></a>

## Contact Us

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