



NATIONAL UNION OF JOURNALISTS (PENINSULA MALAYSIA)

JOB OPPORTUNITY – POSITION DESCRIPTION

Position Title	Communications and Member Engagement Officer
Classification	Salary commensurate with experience
Hours	38
Agreement	Contract – 6 months with opportunity for extension
Reports to	NUJM General Secretary and President
Location	NUJM Headquarters, Brickfields, Kuala Lumpur

About NUJM:

Formed in 1962, the National Union of Journalists (Peninsula Malaysia) is the sole authority to negotiate and determine the proper rates of remuneration and other terms and conditions of employment for journalists in Malaysia. Membership of the union is open to all working and professional journalists who are employed in radio, television, foreign governments, film organisations, commercial firms, digital media and other similar establishments and whose place of work is in the States of Peninsular Malaysia. Working and professional journalist categorisation includes photographers or creative artists engaged in newspaper, magazine or news agency work, who are members of journalistic staff. NUJ Malaysia is a founding member and affiliate of the Confederation of Asean Journalists (CAJ), and is affiliated to the International Federation of Journalists (IFJ), whose membership comprises more than 600,000 journalists in over 140 countries.

Program Description:

Since 2020, the International Federation of Journalists (IFJ) has been implementing the **“Strengthening Media for Change”** project in Malaysia, funded by the European Union (EU). The project’s primary objective is to strengthen the capacity of civil society organisations to instigate and lead sustainable media development in Malaysia. Through this action, NUJM is working to take a strategic role in promoting and advancing a strong, independent and diverse media in Malaysia. This includes enhancing and building the capacity of Malaysian media unions to build and grow their membership and to help drive a media reform agenda in Malaysia.

Primary Role Statement:

NUJM is working to build a strategy to better support journalists and media workers in a changing media landscape in Malaysia. To do this, it is essential that the union better



understands the needs, challenges and issues of its members to create organising campaigns to grow the union to better defend media worker rights.

For Malaysia's journalists and media workers and members of the NUJM, this is a time of tremendous challenge, change and opportunity.

Across the spectrum of the country's media, journalists and media workers are confronted with the massive challenges of digital disruption, contraction of tradition media and massive transformation of the journalism industry that is leading to rising contractualization of job roles and increased precarious working conditions. Doubled with this is a broad array of challenges to independent and sustainable journalism, including media ownership and political pressures on a free and independent media.

The desired outcome from the NUJ's "Strengthening Media for Change" project will be a stronger union that better represents and reflects new areas of journalists' needs and issues at work and one that is actively working on a strategy to defend the rights and working conditions of journalists now and more strongly into the future.

We are looking for a skilled, energetic and media savvy communications professional to help lead NUJM's national communications strategy, to raise the union's profile and strengthen and develop its member engagement approaches. Key to this is the task is empowering and supporting the media union's members and potential members to win and organise on the issues that matter to them today.

This is a role for a pro-active and skilled media savant, with experience in developing high-quality and engaging content, with a particular focus on social media and member engagement. Working independently, you must self-driven and be prepared to manage and deliver various operational tasks and functions associated with internal and external communication for the union.

The Communications and Member Engagement Officer will be responsible for creating content for media, website and social media platforms to promote the policies and campaigns of the NUJ/IFJ and for planning and delivering communications strategies to support NUJ/IFJ campaigns and strategy.

The ideal candidate will be fluent in Malay and have excellent English.

Key Duties and Responsibilities:

On any given day, the officer will be:



- Communicating and engaging with NUJM's members, branches and leadership - from one-on-one engagement on social media platforms and direct communication to managing broader union communication;
- Ascertaining the issues that matter to members and creating digital content and strategies to support NUJM's industrial and political campaigns;
- Getting across key a media and industry issue to communicate these with members and the broader public in a timely manner;
- Fighting for the issues that matter to journalists – for a strong and independent media, for media reform, for fair pay and decent working conditions;
- Developing electronic direct mail (EDM) and SMS campaigns to support member engagement;
- Attending NUJM executive meetings to record key outcomes and decisions and to action them in union communications;
- Drafting written material, including media statements and union bulletins;
- Managing and building NUJM's social media accounts and coming up with strategies to engage and grow our communities and networks;
- Assisting with the production of union reports and research;
- Managing NUJM website development and content;
- Creating engagements with other Malay media CSOs for joint statements;
- Monitoring press freedom and labour rights violations and attacks on media workers in Malaysia;
- Developing campaign materials around key issues developed – including a decent work agenda, gender equality etc.

Essential skills:

- A commitment to the values of the Trade Union Movement;
- Excellent journalism skills and written/verbal communication in Malay as well as English;
- Professional experience using digital platforms and social media;
- Demonstrated experience in graphic design and content creation and/or a willingness to develop these skills quickly;
- Ability to work with a range of people, including elected officials and members;
- Basic photography and video skills;
- Creativity and initiative in content creation with an ability to recognise and engage with stories;
- Demonstrated experience with and understanding of social media platforms



- Ability to forward plan and meet short and long-term deadlines;
- A positive attitude and experience in engagement with a range of stakeholders;
- A track record in developing and running effective communications campaigns, including through the advanced use of social media platforms (and running digital events);
- Strong IT skills and experience of creating and updating content using website CMS;
- Experience in website management and experience in using mass-mailing systems eg MailChimp, NationBuilder;
- Design skills and experience in using design packages;
- The ability to work with a range of organisations to advance NUJ/IFJ policy and achieve campaigning goals;
- Driver's licence.

Desirable skills:

- A knowledge of key challenges facing journalists and media in Malaysia;
- A knowledge of the role of trade unions in general and the NUJ in particular would be an advantage;
- Experience working on issues campaigns;
- Experience working in the media and/or campaigns fields;
- Familiarity with digital advertising platforms including Google Ads and Facebook Ads manager;
- A sound understanding of Malaysia's industrial, media and political environment.

Applications should be sent to jane.worthington@ifj-asia.org at the earliest opportunity. No applications after July 31 will be considered.