

JOB OPPORTUNITY

SOCIAL MEDIA EXECUTIVE - ADVERTISING AND PROMOTIONS

Type of Vacancy : Full Time

Preferred education level (s) : Diploma, Degree

Preferred Major (s) : Art & Design, Business, Mass communication

Organization details :

Company : PARADIGM MALL MANAGEMENT SDN BHD
Website : <https://www.facebook.com/share/1TAzMA9cwv/>
Address : Paradigm Mall Johor Bahru, Management Office, Level 2, Jalan Skudai, 81200 Johor Bahru, Johor Darul Takzim, Malaysia.

Job Responsibility :

1. Social Media Content Planning & Execution

a) Plan, create, and publish engaging content across assigned social media platforms in line with marketing campaigns and brand guidelines.

2. Campaign & Event Support

a) Assist in marketing campaigns and on-ground events by executing social media coverage, promotional posts, and digital engagement activities.

3. Coordination & Stakeholder Support

a) Collaborate with internal teams, designers, tenants, and agencies to gather content and ensure timely posting and campaign alignment.

4. Community Management

a) Monitor social media channels, respond to comments and messages, and manage online interactions professionally.

5. Performance Monitoring & Reporting

a) Track social media performance, prepare analytics reports, and provide actionable insights for content and campaign improvement.

Job Requirements and Qualifications :

1. Bachelor's Degree or Diploma in Marketing, Mass Communication, or a related field.
2. 1–2 years of experience in social media management or digital marketing.
3. Experience in content creation and social media scheduling.
4. Skills & Competencies
5. Strong written communication skills.
6. Familiarity with major social media platforms (Instagram, Facebook, TikTok, Lemon8, etc.).
7. Basic knowledge of social media analytics tools.
8. Creative, detail-oriented, and able to work under tight deadlines.
9. Work Location: Paradigm Mall Johor Bahru.

Benefits :

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| ✓ Competitive Remuneration Package | ✓ Insurance Coverage |
| ✓ Subsidies Parking Season Pass | ✓ Career Development |
| ✓ Vibrant Working Culture | ✓ Employee Discount. |
| ✓ Exciting Festive Season Celebration | |

Person-in-charge :

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