

GOETHE-INSTITUT MALAYSIA

Digital Communications & Content Coordinator

Full-time · Kuala Lumpur



The Goethe-Institut is a non-profit organisation promoting international cultural exchange. With 154 institutes across 100 countries, we are the world's leading provider of German language courses and cultural programmes. We are looking for a proactive and detail-oriented coordinator to strengthen our digital communications in Kuala Lumpur.

YOUR ROLE

- Develop and manage the institute's social media presence, introduce new formats, and advise departments on digital strategy
- Plan, create, and oversee content for the website and META portal, including commissioning external authors and producing original content
- Edit, publish, and quality-assure digital content via CMS (text, images, multimedia)
- Coordinate website updates and online projects to ensure a consistent, user-friendly experience
- Build media partnerships and support newsletter planning and distribution
- Provide CMS guidance to internal teams and contribute to monitoring online activities

YOUR PROFILE

- Degree in Marketing, Communications, Media Studies, Digital Media, or a related field
- 2-3 years of experience in digital marketing, website management, or online communications
- Strong expertise in social media management, CMS platforms, newsletters, and basic SEO/analytics
- Proven skills in content creation, multimedia production (video, audio, visual storytelling), and editing
- Excellent command of English and Bahasa Malaysia (written and spoken); German language skills are an advantage
- Willingness to learn German is expected – and actively supported through free language courses
- Malaysian citizenship or valid work permit

WHAT WE OFFER

Full-time employment with a salary of up to RM 5,600.00	Annual leave and public holidays above statutory requirements
Employer EPF contribution of 12%	Professional growth within an international cultural institution

Apply now · Deadline: 30 June 2026

Submit CV and cover letter to: admin-kl@goethe.de (Michelle Wong)