

## JOB DESCRIPTION (Career Kickstarter)

Designation	Digital Media Executive
School/Department	Corporate Communications Department
Number of Position	1
Duration of Role	12 months

### KEY RESPONSIBILITIES

- Manage TP's digital presence across the corporate website and staff portal to ensure consistency and relevance.
- Develop engaging digital content for internal and external stakeholders to amplify the visibility of key corporate messages.
- Collect and analyse stakeholder input using data-driven approaches to continuously refine digital content, design, and functionality.
- Deploy AI-driven strategies to enhance content personalisation and engagement across diverse audience segments.
- Oversee end-to-end website maintenance, applying advanced personalisation tools and SEO techniques to increase organic traffic and improve user experience.
- Partner with business divisions to identify business needs and define desired digital outcomes.
- Apply AI software and tools, including AI-enabled design thinking and customer journey mapping, to streamline requirements gathering and issue analysis.
- Coordinate communication-led initiatives by aligning digital content with marketing campaigns to advance TP's branding and strategic objectives.

### PREREQUISITES

- Background in communications with AI-enabled digital and web management experience
- Proficient in AI content, CMS, design thinking, and journey-mapping tools
- Strong SEO and content management expertise to improve traffic and experience
- Excellent communication and vendor management across diverse stakeholders
- Innovative mindset leveraging emerging technologies to enhance engagement and processes
- Strong written and verbal communication skills.
- Effective presentation skills
- Good interpersonal skills with the ability to collaborate across teams.
- Analytical thinking with attention to detail.

**PREREQUISITES**

- Able to manage multiple priorities and meet deadlines.
- Positive attitude and willingness to learn.
- Able to work independently with minimal supervision when required.