



DEPARTMENT	MARKETING AND STUDENT RECRUITMENT
POSITION	CONTENT CREATOR
REPORTING TO	MARKETING, PR AND COMS MANAGER

POSITION SUMMARY:

RCSI & UCD Malaysia Campus (RUMC) is seeking a Content Creator to support the development and execution of marketing content across both offline and online platforms. This role is responsible for creating, adapting, and maintaining high-quality content that supports student recruitment, institutional branding, and communications initiatives.

The Content Creator will work closely with the Marketing, PR & Communications Manager and digital teams to ensure consistent messaging, accurate representation of programmes, and alignment with RUMC, RCSI, and UCD brand guidelines across all touchpoints.

DUTIES AND RESPONSIBILITIES:

The employee will at all times, observe and carry out faithfully and conscientiously all duties and responsibilities that are assigned by the Director of Marketing and Student Recruitment, and observe all discretion with regard to the information acquired during the service employment with the Company, and thereafter if the employee leaves its service.

Job Responsibilities:

1. Create and develop content for both offline and online use, including brochures, prospectuses, flyers, posters, banners, website content, social media posts, EDMs, and campaign materials.
2. Support content development for institutional communications, student recruitment campaigns, events, open days, and education fairs.
3. Adapt and repurpose content across different formats and channels while maintaining consistency in messaging, tone of voice, and brand standards.
4. Work with internal stakeholders to gather information, translate programme details into student-friendly content, and ensure accuracy of information.
5. Collaborate with designers, videographers, and external vendors to support content production and execution.
6. Assist in maintaining content calendars for marketing campaigns, events, and communications activities.
7. Ensure all content complies with RUMC, RCSI, and UCD brand guidelines, editorial standards, and governance requirements.
8. Support basic content updates on digital platforms such as the website, social media channels, and marketing materials, where required.
9. Assist with content preparation for senior leadership communications, announcements, and institutional messaging.

Key Performance Indicators (KPIs)

- Timely delivery of content according to marketing and communications timelines
- Quality, accuracy, and consistency of content across offline and online channels
- Compliance with brand, tone of voice, and messaging guidelines
- Effectiveness of content in supporting campaigns, events, and recruitment activities
- Responsiveness to feedback and revisions from stakeholders

Qualifications & Experience

- Diploma or Bachelor's degree in Communications, Marketing, Journalism, Creative Media, or a related field.



RCSI + UCD
MALAYSIA CAMPUS
(formerly Penang Medical College)

JOB DESCRIPTION (JD)

DEPARTMENT

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- Minimum **2–4 years of relevant experience** in content creation, copywriting, or communications.
 - Experience creating content for both print and digital platforms.
 - Experience in education, healthcare, or regulated sectors is an advantage.
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Skills & Competencies

- Strong writing and editing skills in English, Chinese will be an advantage.
- Ability to adapt tone and style for different audiences and platforms.
- Strong attention to detail and accuracy.
- Good time management and ability to meet deadlines.
- Basic understanding of digital platforms and content formats.
- Ability to work collaboratively with marketing, design, and external partners.