



DEWAN FILHARMONIK PETRONAS  
KUALA LUMPUR, MALAYSIA

### ***Executive (Digitalization)***

Department: Communications & Creative Services

Location: Level 2, Tower 2, PETRONAS Twin Towers, Kuala Lumpur City Center

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#### **Requirements:**

- Recognized university degree in Degree in in Arts, Digital Media, Communications, Information Technology (IT), Music/Film Production, or a related field or related disciplines.
- Minimum 1-3 years working experience in content creation and management, streaming platforms or related areas.
- Basic proficiency in content creation and editing tools such as Adobe Creative Suite (Premiere Pro, Photoshop, After Effects), Final Cut Pro, or similar software.
- Knowledge of content management systems (CMS), streaming platforms, and social media tools.
- Knowledge of current trends in the digital and cultural sectors, including streaming and audience engagement.
- Familiarity with video production workflows and media file management.

#### **Job Purpose:**

The Executive (Digitalization) will support the execution of digital strategies that amplify the organisation's cultural and artistic presence. This role involves assisting in the creation, management, and optimisation of digital content for audio streaming platforms, video-on-demand (VOD) services, and social media. The position aims to enhance audience engagement in digital space and expand the organisation's digital footprint in the arts and music industry.

#### **Key Accountabilities:**

1. Content Development
  - Assist in creating, scheduling, distributing, and archiving digital content related to music, arts, and cultural events.
  - Ensure all content meets artistic and technical standards for preservation and global accessibility.
2. Strategy and Plans
  - Contribute to the implementation of digital strategies that increase global viewership and audience engagement.
  - Support campaigns and projects that showcase the organization's artistic and cultural offerings on digital platforms.
3. Project and Team Support
  - Collaborate with the team and external vendors on the execution of digital projects, including concert recordings, streaming content, and promotional materials.
  - Support internal teams to ensure high-quality production and timely delivery of digital initiatives.
4. Digital Platform Management
  - Manage updates to digital platforms (e.g., websites, streaming platforms, and social media) to ensure timely and accurate content delivery.
  - Monitor digital content performance, providing data-driven insights and recommendations for improvement.
5. Market Research and Analysis
  - Conduct research on digital trends and audience behavior, especially in the arts, music, and cultural sectors.
  - Collect and analyze feedback to inform strategies for enhancing digital campaigns and content.
6. Administrative and Contract Support
  - Assist in maintaining records for contracts related to digital initiatives, including artist and vendor agreements
  - Ensure compliance with organizational and contractual standards

7. Other Duties as Assigned by the Company
  - Plan and execute all other duties as assigned by the company.

**Generic Accountabilities:**

1. Networking and Relationship Building
  - Foster and sustain effective working relationships and rapport with the government authorities, business and management institutions, national and key industry players and service providers in order to keep abreast with latest development in the relevant markets and capitalize on insider status and strategic alliances to capture opportunities for new business ventures and enhance public confidence in the company business solutions, products and services.
2. Good Governance
  - Enforce the implementation of applicable procedures and guidelines and affect the compliance to statutory and legislative requirements in order to ensure conformance to the established Limits of Authority (LOA), policies and government regulations to safeguard company and shareholders' interest, image and reputation.
3. Mindset, Behavior & Culture
  - Develop and implement distinctive mindset, behavior and culture within the working team to achieve high work performance by adopting and implementing value interventions, tools and methodologies to promote and instill high sense of commitment, ownership, integrity and loyalty that will contribute to operational excellence.
4. Leadership & Capability Development
  - Drive the development of competent working team that will enhance and sustain staff capabilities in achieving high performance delivery to ensure internalization of the right leadership and capabilities in executing their jobs.
5. HSE Policies and Code of Conduct
  - Communicate, interpret, and champion the execution of the objectives and provisions of the Health, Safety and Environment (HSE) policies and Codes of Conduct and Business Ethics (COBE) within the working team and undertake appropriate mitigation and/or intervention programs.

Interested candidates are invited to submit a complete CV stating personal particulars, employment history, qualifications and current salary together with a passport sized photograph.

Please direct your applications via email to the following:

**Human Resource & Administration of Finance & Corporate Services Department**

DEWAN FILHARMONIK PETRONAS

Level 2, Tower 2

PETRONAS Twin Towers

Kuala Lumpur City Centre

50088 Kuala Lumpur.

Malaysia.

Email: [career@dfp.com.my](mailto:career@dfp.com.my)

- Only shortlisted candidates will be notified.
- All applications will be treated in the strictest confidence.
- Closing Date: **31 March 2025**