

13.02.2026 - ahk-all

Manager Digital & Communications (m/w/d) - AHK Malaysia (MGCC)

 Full-time/Part-time: Fulltime

 Limited: No

 Location: Kuala Lumpur

Apply at:
hr@malaysia.ahk.de

AHK Malaysia is part of the network of German Chambers of Commerce Abroad (AHK). The AHK network comprises bilateral, independent companies, the chambers of commerce abroad as well as delegations and representative offices of the German economy. It advises, assists and represents German companies both locally and worldwide to help them establish or expand their foreign business. With this aim, the AHKs act as institutions to promote German foreign trade and are subsidised by the German Federal Ministry for Economic Affairs and Energy (BMWE). More information about AHK Malaysia: <https://malaysia.ahk.de/en/about-us>

We are looking for a content-first digital leader who owns MGCC's digital presence end-to-end, acting as a hands-on creator, editor and publisher. The role ensures MGCC presents a credible, relevant, and compelling digital voice to German and international audiences, particularly German companies considering Malaysia. This person will drive engagement and leads through strong digital storytelling and high-quality content, while also leading the adoption of AI tools and digital trends to improve content impact, engagement, and team workflows.

About the position

Creative Content Strategy & Storytelling

- Own MGCC's digital content across LinkedIn, website and all key digital platforms
 - Fully own LinkedIn strategy, posting, engagement, and audience growth
 - Create compelling content including posts, visuals, videos, interviews, and thought leadership
 - Manage community engagement and inbound enquiries across social platforms
- Translate PR, events, and insights into effective digital stories
- Develop content for German investors and decision-makers
- Ensure consistent tone, quality, and messaging across all digital channels

Dynamic Content Production

- Manage end-to-end production of MGCC podcast/video, including scheduling, recording, editing, and publishing
 - Execute video interviews, member features, and event highlight content
 - Ensure timely turnaround of post-event digital content
- Provide technical and operational support for livestreaming and digital execution of events
- Manage monthly e-newsletters and digital campaign delivery

Website & CRM Management

- Maintain and update MGCC website on Ibexa for accuracy, functionality, and user engagement.
- Implement basic on-page SEO strategies and monitor performance.
- Manage Microsoft Dynamics CRM workflows to ensure data accuracy, provide user training, and optimize member engagement.

Brand & Digital Assets

- Maintain and organize MGCC's digital asset library.
- Develop reusable content templates aligned with AHK Style Guide.
- Manage cost-effective in-house content production setup.

Digital & Social Media Marketing

- Coordinate with third-party agencies to deliver digital marketing services, including content creation, campaign management, and analytics.
- Develop and implement social media strategies: content planning, engagement tactics, and performance monitoring.

Communications & Operations

- Execute annual communications plan in collaboration with internal teams.
- Provide digital communication support and cross-selling assistance to other departments.
- Assist with budgeting and perform additional tasks as required.

Required qualifications

- Minimum 4 years of experience in content creation, digital communications, or B2B marketing.
- Agile, forward-thinking mindset with a focus on continuous improvement.
- Exceptional attention to detail, strong storytelling ability, and visual presentation skills.
- Excellent writing and editing skills in English.
- Native German language proficiency is a strong advantage.

This is a local position based in Malaysia under a contract defined by local standards and conditions. Please send us your cover letter, CV, salary expectations and notice period via email to hr@malaysia.ahk.de. Only shortlisted applicants will be notified.