Safer above. Safer beyond.

CAAM
CIVIL AVIATION AUTHORITY MALAYSIA

Building safer skies together.

Senior Manager, Digital & Branding
Location: Putrajaya

Eligible candidates are encouraged to apply for the aforementioned position by submitting the application form, resume, academic qualifications and supporting documents via **www.caam.gov.my/resources/announcements/career/**. Kindly note that only applications submitted through **CAAM website** will be considered.

Application deadline is on **22th November 2026, at 11:59 p.m**.

*Recruitment is subject to available vacancies, and only shortlisted candidates will be contacted for interviews.

CIVIL AVIATION AUTHORITY MALAYSIA CAA_MALAYSIA

SENIOR MANAGER, DIGITAL & BRANDING

Job Description

Responsible for leading and managing CAAM's digital and branding ecosystem, ensuring strategic alignment, governance, and consistency across all digital platforms and brand touchpoints. The role oversees digital campaigns, social media strategy, performance analytics, and brand positioning to strengthen CAAM's public presence, stakeholder engagement, and institutional reputation.

Job Information

- **Department:** External Affairs & Strategic Communications (Aviation Policy & Development)
- **Job Position:** Senior Manager
- **Type of Employment:** Permanent

Qualifications for Appointment

Candidates must possess the following criteria:

a) Citizenship

- Malaysian citizen.

b) Academic and Professional Qualifications

- A Bachelor's Degree in Communications, Public Relations, Marketing, Digital Media, Branding, Mass Communication, Business Administration, or a related discipline from a recognised institution.
- A postgraduate qualification or relevant professional certification in digital communications, marketing or branding would be an added advantage.
- Minimum eight (8) years of relevant experience in corporate communications, digital communications, branding, marketing or related fields, with demonstrated experience in managing digital platforms, integrated campaigns and brand governance.
- Preferably with at least three (3) years in a managerial or leadership capacity, including experience in leading teams, managing stakeholders and overseeing agencies or service providers.

c) Skills and Competencies

- Strategic thinking and leadership capability.
- Strong understanding of digital communications and brand governance.
- Experience in campaign planning and integrated communications.
- Proficiency in analytics tools and performance reporting.
- Stakeholder management and cross-functional coordination skills.
- Crisis communication awareness in digital environments.