

# Marine Park Website Leader

Fuze Ecoteer Outdoor Adventures, Malaysia (1007598-D)  
22 Jalan Setia Impian U13/4F, 40170 Shah Alam, Selangor, Malaysia



---

We are seeking a talented and versatile individual to lead content creation, upload content, and lead stakeholder communication for our marine park website. **The ideal candidate will be passionate about marine life and able to write and edit high-quality web content, have basic wordpress skills and enjoy liaising with key stakeholders based in marine parks in Malaysia ensuring that the content aligns with the project's goals and stakeholder needs.**

**Location:** Perhentian Islands/Remote

**Starting Date:** ASAP

**Salary:** RM1,800 (food and accommodation provided when in Perhentian Islands)

**Reports To:** General Manager

**How to apply to** - send CV and cover letter to [adventure@fuze-ecoteer.com](mailto:adventure@fuze-ecoteer.com)

View current website - <https://malaysianmarinepark.kinsta.cloud/>

---

## Key Responsibilities:

### 1. Web Content Writing:

- **Content Creation:** Write clear, engaging, and SEO-friendly content for the website, blogs, articles, product descriptions, landing pages, and other web assets.
- **Content Strategy:** Work with the design team to develop content that aligns with branding, tone, and website objectives.
- **Research:** Conduct research to ensure content is accurate, relevant, and up-to-date, staying informed about industry trends.
- **Editing & Proofreading:** Edit and proofread content to ensure high standards of spelling, grammar, style, and clarity.

### 2. Web Content Uploading:

- **Content Management System (CMS):** Use WordPress to upload and manage website content, ensuring it is formatted and displayed correctly.
- **Content Updates:** Regularly update and refresh website content to reflect new information, products, or services.
- **SEO Optimization:** Ensure that content is optimized for search engines by using appropriate keywords, meta tags, and alt text for images.
- **Quality Control:** Perform checks to ensure that content displays properly across different devices and browsers.

# Marine Park Website Leader

Fuze Ecoteer Outdoor Adventures, Malaysia (1007598-D)

22 Jalan Setia Impian U13/4F, 40170 Shah Alam, Selangor, Malaysia



---

## 3. Stakeholder Liaison:

- **Collaboration with Stakeholders:** Communicate with internal and external stakeholders (including clients, marketing teams, product managers, and vendors) to gather content requirements, feedback, and updates.
- **Stakeholder Engagement:** Serve as the main point of contact for stakeholders regarding content projects, timelines, and any content-related concerns or revisions.
- **Content Approval:** Ensure content meets stakeholder expectations and is approved before publishing.
- **Feedback Incorporation:** Gather and incorporate feedback from stakeholders into content revisions or new content creation.
- **Email answering:** Answering the emails generated by the website.
- **Promoting :** Promoting the website to online and offline audiences

## 4. Analytics & Reporting:

- **Performance Tracking:** Monitor and analyze the performance of web content using analytics tools (e.g., Google Analytics, etc.) to determine effectiveness and make recommendations for improvements.
- **Reporting:** Regularly report to the General Manager on content performance, insights, and areas for optimization.

## 5. General Administrative Support:

- **Content Calendar Management:** Maintain a content calendar to plan and track deadlines for content creation, updates, and stakeholder reviews.
- **Project Coordination:** Help ensure that all content creation and updates are completed on time and within scope.

---

## Qualifications & Skills:

- **Education:** Bachelor's degree in Communications, Marketing, Journalism, or a related field such as marine biology.
- **Experience:** 1+ years of experience in web content writing, uploading, or content management; experience liaising with stakeholders is a plus.
- **Technical Skills:** Proficiency in Wordpress, basic SEO principles, and Google Analytics.
- **Communication Skills:** Strong written and verbal communication skills, with the ability to adapt content for different audiences.

## Marine Park Website Leader

Fuze Ecoteer Outdoor Adventures, Malaysia (1007598-D)

22 Jalan Setia Impian U13/4F, 40170 Shah Alam, Selangor, Malaysia



- 
- **Organization:** Strong organizational and multitasking skills with an ability to prioritize effectively.
  - **Attention to Detail:** High attention to detail, especially when proofreading and editing.
  - **Team Player:** Collaborative attitude with the ability to work well with cross-functional teams.
  - **Problem-Solving:** Ability to identify issues and recommend solutions related to content, technical issues, or stakeholder needs.