



# SUNWAY ECHO MEDIA

BE THE VOICE THAT ECHOES

      Sunway Echo Media  
[sunwayechomedia.com](http://sunwayechomedia.com)

For any other inquiries, please contact us at [echo.info@imail.sunway.edu.my](mailto:echo.info@imail.sunway.edu.my)



# WHAT IS SUNWAY ECHO MEDIA?

We are a creative student leadership body and Sunway's official student newsletter!

As a media organization, we cover the spectrum with creative articles and event reports on our online newsletter, PR related activities through social media platforms, Facebook, Twitter, Instagram, and video production on our YouTube channel.

Most importantly, we want to be the voice that echoes!



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# CREATIVE WRITING

## DEPARTMENT

The Creative Writing Department is filled with creative and expressive members who are enthusiastic about writing. We deliver high quality creative content such as poems, stories, and articles that cover interesting topics. The segments that we currently have are Sunway Says, Yay or Nay, Echo-Pella, Real Talk and many more!

## REQUIREMENTS

1. Impeccable grasp of the English language.
2. Proven record of excellent writing demonstrated in portfolio.
3. Enthusiasm towards exploring different types of writing styles such as poems, prose, controversial articles, etc.
4. Has a keen eye for detail and the ability to thrive under pressure.
5. Resilience and the ability to accept constructive feedback.
6. Strong interpersonal skills.
7. Good time management skills, including prioritizing, scheduling, and adapting as necessary.



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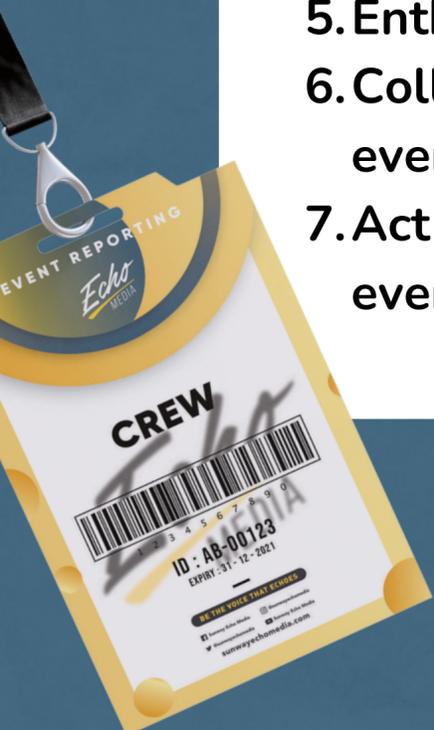
# EVENT REPORTING

## DEPARTMENT

If you are passionate and energetic, then this is the department for you! Our event reporters possess talent and enthusiasm for digging out the real stories and uncovering the truth! We provide coverage on groundbreaking stories, breaking news and trends through different channels that we have. The segments that we currently have are Echo Eats, Yay or Nay, Event Portal, Echo Buzz and Beer & Skittles.

## REQUIREMENTS

1. Exceptional organizational abilities, superb interpersonal skills, multi-tasking skills, and excellent time-management.
2. Able to gather and verify factual information regarding events and news through observation and research.
3. Capable of organizing material, determining slant or emphasis, and writing report according to prescribed editorial style and format standards.
4. Excellent written and verbal communication skills.
5. Enthusiastic in writing and open to collaborations.
6. Collects and analyzes information about newsworthy events to write for publication.
7. Act as a representative of Sunway Echo Media at events.



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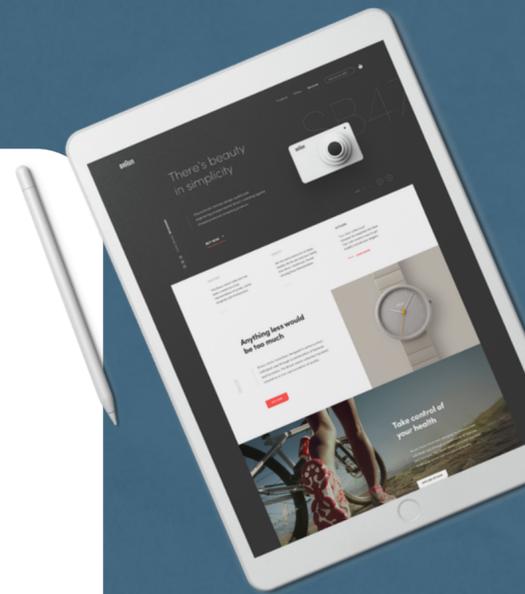
# PUBLIC RELATIONS

## DIVISION

Individuals under the PR division help to manage Echo's image. These outgoing and enthusiastic individuals are always active in coming up with innovative ideas to boost Echo's branding. One of the many goals we have is to captivate our audience on all of our social media platforms through innovative approaches!

## REQUIREMENTS

1. Strong copywriting skills.
2. Professional and proactive work ethic.
3. Excellent interpersonal, written and oral communication skills.
4. Social Media savvy, stays up-to-date on social media trends and understands social media metrics.
5. Ability to create, implement and manage event / projects / initiatives.
6. Effective time management skills and the ability to multitask.
7. Experience with digital marketing forms such as social media marketing and content marketing.
8. Ability to recognize trends and stay ahead of them.
9. Knowledge of internet marketing campaigns, including SEO.





# DESIGN

## DIVISION

A great team that is composed of individuals with outstanding complementary skills! Using elements like typography, illustration, photography and layouts, we are extremely creative individuals that absorb visual trends and deploy them in fresh and exciting ways. Design's work is best demonstrated on Sunway Echo Media's Instagram account!

## REQUIREMENTS

1. Has a keen eye for aesthetics and details.
2. The ability to meet deadlines.
3. A background of working well as part of a design team.
4. The ability to think creatively and deliver impressive concepts.
5. Possess knowledge and skills in the following software packages: Adobe Creative Suite and Canva.
6. Ability to design methodically and meet deadlines.
7. Producing consistently excellent visual work!
8. Patience and a sense of humor: You know the drill... project needs can change on a moment's notice, there are fire drills and deadlines, but you are calm, cool, and collected in times of change.



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# VIDEO PRODUCTION

## DEPARTMENT

Two words best describe the Video Production Department members - energetic and passionate! If you are someone who understands that creating content is an art form that needs the application of technical skills, then the VP department is for you. We are individuals who have a knack for directing, editing, producing and hosting creative videos.

## REQUIREMENTS

1. Knowledge of shooting and editing videos.
2. Demonstrated skill with video editing software platforms, specifically proficiency with Adobe Creative Suite and Final Cut Pro X.
3. Will undertake different roles during production, among which are directing, screenwriting, editing / animating and acting.
4. Ability to manage numerous projects simultaneously and meet deadlines.
5. Extensive knowledge of video production equipment.
6. A collaborative mindset and ability to work with varying and changing needs.
7. Meticulous in their work with high standards of excellence.
8. Excellent written and verbal communication skills.



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# GET IN TOUCH

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