

# VACANCIES

The Associated Newspapers of Ceylon Limited (ANCL), widely known as Lake House, is the home and heart of print media in Sri Lanka. The country's pioneer print media institution having a history of over 100 years and 25 years of online publishing, continues to occupy the number one spot in the print media industry.

We are looking for self-motivated young energetic individuals with following qualifications and experience to join our digital media team.

## Head of Digital Media

### Job Profile

To lead and line-manage the digital team, and to have a day-to-day overview of the Company's websites and social media channels and a strategic overview of digital products and services to manage relationship with external suppliers and internal stakeholders to ensure the Company's digital presence is constantly improving.

### Responsibilities

- Design digital media campaigns according to business goals
- Coordinate and manage the creation of all digital contents such as websites, blogs and podcasts, infographics, videos etc.
- Establish our web presence
- Develop brand presence
- Maintain and manage all our social media channels
- Liaise with editorial, sales and product development teams for Digital Department
- Suggest strategies and methods for improvement
- Regularly track and get insights into competitors' strategies
- Develop and monitor ROI and KPIs
- Stay up-to-date with digital media technologies and latest trends

### Qualifications, Experience & Skills

- Bachelor's Degree in Marketing, Digital Media or similar field from a recognized university
- 5 years experience in Digital Media or a similar role and at least 1 - 2 years experience at a managerial level
- Good knowledge of digital communications, social media and emerging digital platforms
- Good knowledge and understanding of content management systems
- Excellent writing, editing and proof-reading skills
- Additional qualifications in web design and animation is a plus
- Technical understanding of websites and basic knowledge of HTML and CSS
- Good working knowledge of Google Analytics, Adwords and understanding of the principles of Tag Manager.
- Great interpersonal and communication skills
- Experience of managing and developing people.

Age below - 45 years

## Video Editor

### Qualifications & Requirements

- Passed G.C.E. (A/L) Examination in any stream
- Diploma in Filmmaking, Cinematography or related field from a recognized institute
- 2 years experience as a Video Editor, Video Specialist or similar role in media industry
- Outstanding experience with special effects, 3D, Adobe Photoshop Premiere Pro Alter Effects
- Creative thinker and excellent time management skills
- Outstanding interpersonal and communication skills

Age below - 40 years

## Digital Marketing Executive

### Qualifications and Requirements

- Passed G.C.E. (A/L) in any stream
- Certificate/Diploma or Degree in Digital Marketing or similar field will be an added advantage
- 2 years experience as a Digital Marketing Executive or similar role
- Excellent understanding of digital marketing concepts and best practices
- Proven knowledge of all different digital marketing channels (facebook, Twitter, Instagram, etc.)
- Basic knowledge of Photoshop/Illustrator/Corel Draw
- Stay up-to-date with the latest technology and best practices
- Skills and experience in creative content writing
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills
- Good command of writing English

Age below - 35 years

## Web Journalist

### Qualifications & Requirements

- Bachelor's Degree in Journalism or Mass Communication from a recognized university
- Or
- Passed G.C.E. (A/L) Examination in any stream with a Diploma in Journalism from a recognized institute
- 2 years experience as a Web/New Media Journalist
- Excellent verbal and written communication skills in English
- Experience in managing and enhancing social media audience
- Ability to write and edit copy under extreme time pressure
- Working knowledge in creating graphical presentations for social media

Age below - 35 years

We offer an attractive salary package commensurate with experience.

Please send your Curriculum Vitae with names and contact details of two non-related referees to the undermentioned address on or before 20.11.2022 stating the position on the top left corner of the envelope or e-mail to the following e-mail address stating the position in the subject line of the email.



**Head of Human Capital**

**The Associated Newspapers of Ceylon Limited**

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