



# Head of Digital Media

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 has a history of over 100 years and 25 years of online publishing continues to occupy the number one spot in the print media industry.

Lake House is looking for talented and dynamic individual who possesses the following qualifications and requirements to fill the above vacancy in the Digital Media Department.

## 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 and ensure revenue generation.
- Coordinate and manage the creation of all digital contents such as websites, blogs and podcasts, infographics, videos etc.
- Establish our web presence
- Develop our brand presence
- Maintain and manage all our social media channels
- Liaise with editorial, sales and product development teams
- 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 and Skills

- Bachelor's Degree in Marketing, Digital Media/similar field from a recognized University and with five years experience in the related field or
- Diploma in Marketing/Digital Media from a recognized institute with seven years experience in the related field and
- Good knowledge of digital communications, social media, Content Management and emerging digital platforms.
- Excellent writing, editing and proofreading skills.
- Qualifications in web design and animation is an added advantage.
- 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 in managing and developing people.

## Age : Below 45 years.

An attractive and negotiable remuneration package commensurate with the qualifications and experience will be offered to the selected candidate.

Please send your CV with names and contact details of two non-related referees to the under mentioned address within 7 working days of this advertisement stating the position on the top left hand corner of the envelop or e-mail your CV to the following e-mail address with the position applied for in the subject line.

## Head of Human Capital

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