

## Digital Enhancement Executive

We are looking for an experienced Digital Enhancement Executive to help promote Sri Lanka Cricket in the digital space, where he or she will work on enhancing and expanding SLC's digital presence by strengthening its digital portfolio. This role will play an important part in Sri Lanka Cricket's digital journey, where it intends to increase its already highly significant online presence to greater heights.

### Responsibilities

- Work with the SLC's digital team to enhance the SLC's digital connection with its fans
- Monitor and report on the ongoing company presence on social media
- Launch online advertising campaigns as and when required
- Work on SEO efforts (keywords, image optimization)
- Work with the creative team to develop and deliver high quality content
- Prepare weekly and monthly reports on SLC's online presence and present suggestions for improvements
- Help build a virtual digital library for SLC

### Requirements and skills

- Minimum of 5 years' experience as a digital professional for an established organization
- A qualification from a recognized institution in digital asset management (a higher diploma or a degree)
- Experience with Google AdWords, Adsense, Email Campaigns, and SEO / SEM
- Understanding Web analytics tools such as Google Analytics, Web trends, etc.
- Skills and experience in creative content writing
- A good understanding of the English language

An attractive and negotiable remuneration package with other fringe benefits will be offered based on qualifications, experience and competence

All applicants should forward their applications to [vacancies@srilankacricket.lk](mailto:vacancies@srilankacricket.lk) along with the names of two non-related referees within 7 days from the date of this advertisement.

*\*Please mention the post applied for on the subject line of the email*