

CONSULTANT - SOCIAL MEDIA MONITORING (YOUTUBE)

Sri Lanka Cricket is seeking a Consultant - Social Media Monitoring to support the monitoring of YouTube content related to Sri Lanka Cricket.

» Main Job Responsibilities

- Monitor YouTube channels and videos related to Sri Lanka Cricket
- Track and analyze public sentiment and fan engagement on YouTube videos
- Identify trending cricket-related videos, discussions, and emerging narratives
- Flag misleading, harmful, or inappropriate content related to Sri Lanka Cricket
- Monitor competitor YouTube channels for benchmarking
- Compile daily or weekly monitoring reports with key insights and recommendations
- Support the communications or digital media team with insights from YouTube discussions
- Maintain records of key videos, influencers, and channels discussing Sri Lanka Cricket

» Required Qualifications & Experience

- A Bachelor's Degree in Communications, Media Studies, Marketing, Sports Management, or a related field
- Good knowledge of YouTube and social media platforms
- Interest and understanding of cricket
- Ability to analyze online discussions and social media trends
- Strong attention to detail and ability to identify sensitive or relevant content
- Basic knowledge of social media analytics tools will be an added advantage

An attractive and negotiable remuneration package with other fringe benefits and excellent career prospects awaits the selected candidate.

All applications should be forwarded to vacancies@srilankacricket.lk along with the names of two non-related referees who are not employed by Sri Lanka Cricket, within 7 days from the date of this advertisement.

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

**Please ensure all employment criteria are met prior to applying*

**Canvassing in any form will be a definite disqualification*