



INDEPENDENT TELEVISION NETWORK LTD.
VACANCY

MANAGER (DIGITAL) - CONTRACT

Independent Television Network Ltd., (ITN) is a premier media network in Sri Lanka which operates two TV channels (ITN and Vasantham TV) and two radio channels (Lakhanda and Vasantham FM) serving Sinhala and Tamil speaking communities along with the channel ITN Digital for social media activities.

Applications are invited for the post of **Manager (Digital)** of ITN from citizens of Sri Lanka possessing the following qualifications and experience.

Manager (Digital) - (Executive) - Contract

Job Description

- 1 Responsible for develop and implement digital media strategies aligned with business goals.
- 2 Responsible for achieving revenue targets given by the organisation
- 3 Plan, organize, implement and control all functions related to digital news & programme content and social media to achieve the organizational objectives
 - Plan and manage paid advertising campaigns on platforms such as Google Ads, Facebook, Instagram, LinkedIn, YouTube, and other digital channels.
 - Oversee content creation for digital campaigns including ads, videos, graphics, and written content.
 - Monitor and analyse campaign performance using tools like Google Analytics, Meta Business Suite, and other reporting tools.
 - Optimize campaigns based on performance data to maximize ROI and meet KPIs (click-through rates, conversions, etc.).
 - Collaborate with internal teams including content, design and products to ensure brand consistency.
 - Stay current on digital marketing trends, algorithm changes and best practices.
 - Manage and maintain budgets for all digital media campaigns.
 - Provide detailed reports and actionable insights to stakeholders.
- 4 Responsible to carry out necessary tasks to achieve the organizational objectives of other divisions/sections
- 5 General Administration functions of the section
- 6 Any other duties deemed necessary to fulfill the objectives of the organization

Educational Qualifications

A Bachelors Degree in Marketing Management / Digital Marketing and Communication/Digital Media/ Information Technology / Information System recognized by the University Grants Commission of Sri Lanka
AND

A Masters Degree recognized by the University Grants Commission of Sri Lanka in Marketing Management / Digital Marketing and Communication/Digital Media /Information Technology / Information System

AND

Minimum of thirteen (13) years experience in a Managerial level post in the relevant field (Digital media strategy, digital marketing, digital news and programme content, social media management, digital advertising campaigns, content creation, campaign performance analysis, digital media budget management, and related digital media functions) in a Corporation, Statutory Board or a reputed institution.

Notes 01. Only applicants who meet the prescribed educational qualifications and relevant experience requirements will be shortlisted and called for the interview.

Age: Age should be not less than 35 years and not more than 55 years.

Contract Allowance Basic monthly Allowance (Rs. 123,019/-) + Cost of Living Allowance (Rs. 17,800/-) (based on the revised basic salary as per Schedule II of the Management Service Circular No. 01/2025)

Candidates selected for the post will be recruited on contract basis for a period of one (01) year and contract agreement is renewable on yearly basis based on performance

FRINGE BENEFITS

1. Monthly Attendance Incentive Allowance as per the company regulations.
2. Provision of transport facilities applicable as per the PED circular Nos. 01/2015, 1/2015(j) & 1/2015(ii) as decided by the Board of Directors.
3. 24 hrs. Insurance coverage for accidents.
4. Provident Fund contributions 10% by employee and 15% by employer.
5. 3% contribution to the ETF by employer.

GENERAL CONDITIONS

1. Applications from those in Government Service, State Corporations or Statutory Boards should be forwarded through their Institutional Heads.
2. Applications indicating full particulars of Name, Address, Age, Academic/Professional Qualifications and Experience (with copies of all relevant educational certificates, Birth certificate and NIC) should be sent under registered cover to reach the **Deputy General Manager (Admin & HR), Independent Television Network Ltd., Wickramasinghepura, Battaramulla** on or before **06th September 2026**. Please indicate the post applied for on the top left hand corner of the envelope.
3. The application can also be emailed to **itnadm@itn.lk** on or before **06th September 2026** along with the relevant educational certificates, Birth certificate and the copy of NIC. The post should be stated in the subject line of the email.
4. Applications without copies of relevant educational certificates, Birth certificate and NIC will be rejected.

**CHAIRMAN
INDEPENDENT TELEVISION NETWORK LTD.,
WICKRAMASINGHEPURA,
BATTARAMULLA.
21st August 2026**