

## DIGITAL CONTENT EXECUTIVE

Sri Lanka Cricket is on the lookout for a **Digital Content Executive** who can bring the excitement of cricket to life through stunning graphics and videos. If you are a talented designer with a keen eye for detail and a passion for the game, we want you on our team.

### Main Roles and Job Responsibilities

- **Design Engaging Visuals:** Develop visually appealing graphics for both digital and print media, including social media posts, brochures, and advertisements
- **Video Production:** Edit and produce high-quality video content for multiple platforms, including highlight reels, teasers, and player features
- **Video Livestreaming:** Proficient in live streaming technologies with hands-on experience in managing and executing live streams
- **Brand Alignment:** Ensure all content adheres to Sri Lanka Cricket's brand identity and vision, maintaining consistency and professionalism
- **Trend Awareness:** Stay updated on the latest design and content trends across digital platforms to keep content fresh and innovative
- **Collaborative Work:** Partner with the marketing and digital teams to deliver time-sensitive projects effectively
- **Project Management:** Handle multiple projects simultaneously, ensuring each is completed on time and meets quality standards

### Required Qualifications

- **Educational Qualifications:**  
Diploma or Degree in Graphic Design, Multimedia, or a related field
- **Experience:**  
Over 03 years of professional experience in graphic design and video editing, with a proven record of delivering impactful creative content
- **Technical Proficiency:**  
Proficiency in Adobe Photoshop, Adobe InDesign, Illustrator, Premiere Pro and After Effects
- **Social Media Expertise:**  
Strong understanding of various social media platforms, including Facebook, Instagram, Twitter, YouTube, TikTok and their specific content requirements
- **Organizational Skills:**  
Excellent organizational and time-management abilities to handle multiple projects simultaneously while meeting tight deadlines
- **Collaboration and Teamwork:**  
A proactive and adaptable team player with strong collaboration and communication skills
- **Passion for Cricket:**  
A deep passion for cricket and a solid understanding of the sport's culture, audience, and storytelling potential.

Attractive and negotiable remuneration package with other fringe benefits and excellent career prospects await the selected candidate.

All applications should be forwarded to [vacancies@srilankacricket.lk](mailto: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 is met prior to applying*

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