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Pakistan Cricket Board (PCB) Jobs | PCB Jobs | Manager- Digital Media Jobs

Description

Pakistan Cricket Board Invites applications from Pakistani Nationals for the following Positions.

Responsibilities

- Manager- Digital Media

Qualifications

The aforesaid Job announcement is published in the newspaper. Last date to submit the applications is **January 10, 2022**. For more details about the vacancies, Please see below Job Advertisement for job descriptions, job requirements (e.g. experience, qualification, and age limit), and other perks and privileges' offered by the department.

Contacts

Hiring organization

Pakistan Cricket Board

Employment Type

Full-time

Industry

PCB

Job Location

Ferozepure Road, Lahore, Punjab, Pakistan

Date posted

December 26, 2021

Valid through

10.01.2022



PAKISTAN CRICKET BOARD CAREER OPPORTUNITY

Pakistan Cricket Board (PCB), the national governing body for all cricket in Pakistan, is engaged in the promotion and development of world-class cricket in the country. PCB is seeking a dynamic individual with strategic, analytical, and managerial skills for the following position:

Manager – Digital Media

The incumbent, in consultation with Director – Media and Communications, will support in the planning, developing and implementing digital strategies around promoting and enhancing the game, attracting new audiences and maximising reach of the events, initiatives, and assets using latest technologies and innovative ideas, along with creating effective monetisation avenues.

Duties and Responsibilities

- Assist in developing a robust PCB Digital Strategy in line with the PCB's Strategy
- Supporting building on the PCB's content portfolio that engages fans, followers and audiences all-year-round
- Define, implement, measure and analyse KPIs to assess performance of the PCB's digital products and content
- Coordinate with cricket and commercial/marketing departments to support events, campaigns and strategies to improve product adoption/engagement and growth
- Explore future requirements of the business and recommend potential digital partners across the industry to deliver on the strategy
- Monitor social media progress using analytic tools and provide feedback on trends and research
- Management and oversight of PCB social media channels, PCB Trademark and Copyrights infringements while advising appropriate action
- Assist in driving the live-streaming of matches and media conferences, and their integration on the PCB social media platforms
- Develop monetisation avenues on platforms like YouTube based on innovative use of the new media

Qualification & Skill Requirement:

- Bachelor's degree with a minimum of two years' experience in the digital space
- Proven background to drive digital products strategy and delivery in a complex environment
- Must have digital product management and content creation experience, and strong familiarity with web technologies
- Proven record in digital storytelling and delivery of compelling messages
- Extensive understanding of all aspects of the game of cricket from elite to grassroots
- Previous experience of planning, budgeting and contracting across a fast-paced organisation
- Experience of working on live media streaming
- Command over English & Urdu language is essential

Interested candidates may apply, latest by **5 p.m. on 10th January 2022** on the below mentioned address: www.pcb.com.pk/jobs.

PCB will have the sole discretion to accept or reject any application.

Senior Manager HR

Pakistan Cricket Board

Gaddafi Stadium, Ferozepur Road, Lahore, Pakistan

NOTE:

PCB retains the right, at its sole discretion, to accept or reject any application. Only shortlisted candidates will be contacted / called for interviews. No TA/DA shall be paid for the interview process.

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