

JUNIOR EXECUTIVE - MARKETING

Sri Lanka Cricket is seeking a motivated and skilled Junior Executive to join our Marketing team. This is an excellent opportunity for a dynamic and enthusiastic individual to kick-start their career in marketing and join our team of professionals. If you are passionate about marketing, have a creative mindset, and possess excellent communication skills, we encourage you to apply.

» Main Job Responsibilities

- Assist in the development and execution of marketing strategies to promote cricket events, programs, and initiatives
- Support the creation of engaging content for various marketing channels including social media, website, newsletters, and press releases
- Assist in organizing and coordinating cricket events, tournaments, and promotional campaigns
- Collaborate with internal teams and external partners to ensure brand consistency and maximize promotional opportunities
- Contributing ideas to marketing campaigns
- Stay updated on the latest marketing trends, technologies, and strategies in the sports industry

» Required Qualifications & Experience

- Bachelor's Degree/ Diploma in Marketing, or equivalent qualification from a recognized institute
- Minimum 02 years of proven experience as a junior executive in a marketing or similar department.
- Proficient in MS Office
- Excellent written and verbal communication skills
- Proficiency in using marketing tools, social media platforms, and analytics software
- Creative thinking and the ability to generate innovative ideas
- Flexibility to work irregular hours, including evenings and weekends, during cricket events

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*