



# 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 creative leadership, strategic, analytical, and managerial skills for the following position:

### **General Manager - Digital**

The incumbent will be responsible for 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**

- Develop a robust PCB Digital Strategy in line with the PCB's five-year Strategy
- Build 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
- Work with cricket and commercial/marketing departments to support events, campaigns and strategies to improve product adoption/engagement and growth
- Understand 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
- Oversight of PCB social media channels, PCB Trademark and Copyrights infringements while advising appropriate action
- 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 four years at a senior level 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
- Complete understanding of all aspects of the sport from elite to grassroots
- Previous experience of planning, budgeting and contracting across a fast-paced organisation
- Experience of working on live media streaming
- Knowledge about the game and command over language is essential

Interested candidates fulfilling the above criteria can apply at following address by submitting a CV with a passport size recent photograph, latest by **5 p.m. on 23 August 2021**.

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

#### **Senior Manager HR**

Pakistan Cricket Board

Gaddafi Stadium, Ferozpur Road, Lahore, Pakistan

E-mail: [gmdigital@pcb.com.pk](mailto:gmdigital@pcb.com.pk)

**Note:** Clearly mention the position applied for. Only shortlisted candidates will be contacted / called for interviews. No TA/DA shall be paid for the interview process.

**PID(L)331-LRMK**