

## EXECUTIVE – SALES & BUSINESS DEVELOPMENT

Sri Lanka Cricket is looking for a dynamic and results-driven professional to join our team and drive digital engagement, sponsorships, and revenue growth.

### » Main Job Responsibilities

- Develop and execute digital marketing strategies to enhance Sri Lanka Cricket's brand visibility and fan engagement
- Manage and optimize social media campaigns, content marketing, and paid advertising initiatives
- Identify and secure strategic partnerships and sponsorships through digital channels
- Analyze digital performance metrics and implement data-driven improvements
- Collaborate with internal teams to create innovative campaigns that drive ticket sales, merchandising, and online engagement
- Explore new revenue opportunities through digital platforms, e-commerce, and corporate partnerships

### » Qualifications & Experience

- Bachelor's degree in Marketing, Digital Media, or a related field
- 2+ years of experience in sales, business development, or digital marketing
- Strong knowledge of SEO, SEM, Google Ads, and social media advertising
- Experience in sports marketing or event promotion is an advantage
- Excellent communication, negotiation, and presentation skills
- Ability to work in a fast-paced sports environment and meet revenue targets

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](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