

*Are you a problem solver?*

*Do you like cricket?*

*Do you want to work for Pakistan's biggest sporting brand?*

*We are looking for passionate individuals to join our team. Say hello and drop us your CV via email at **psljobs@pcb.com.pk***

*For more details on how to apply:  
<https://www.pcb.com.pk/pcb-current-career-opening.html>*

## **REQUIREMENTS**

- *Minimum 3 years of relevant marketing / brand management / digital marketing experience*
- *Minimum Bachelor's degree (with preference for Masters/MBA) in a marketing or related field*
- *Experience in growing brands through conventional and social media marketing*
- *Experience in developing well-rounded marketing plans and strategies that cover conventional and digital mediums*
- *Experience in developing and executing brand strategy and tactics*
- *Strong understanding of digital monetization and development of strategies that balance engagement, fan experience with meeting ambitious revenue targets*
- *Possess creative and analytical skills, and works well in a cross-functional team across a matrix organization*
- *Strong presentation skills*
- *High level of proficiency in Microsoft Office (Powerpoint, Excel) a must*
- *Experience working with marketing analytics and how to derive actionable insights*
- *A desire to be a part of a fast-paced, high energy, skilled team that have a passion for the PSL/T20 cricket and creating important connections between consumers and the PSL brand*

## **RESPONSIBILITIES**

- *Year-round brand development and promotion of the PSL brand;*
- *Co-develop innovative strategies for fan development, fan engagement and fan experience on traditional and non-digital platforms;*
- *Take lead in development of overall PSL Marketing strategy in line with new era sports marketing; with an emphasis on creatively growing fan engagement and efficient use of resources and budget*
- *Co-develop and deliver year-round digital program that aims to grow digital revenue streams;*
- *Develop and establish KPI's for PSL brand growth on traditional and digital platforms;*
- *Co-manage relationships with agencies and vendors across all media and marketing platforms;*
- *Co-manage relationships with leading digital platforms such as Facebook, Twitter, Instagram and TikTok;*
- *Identify product tools to better market and develop positive PR around the PSL brand year round.*