Manager (Media & Website)

1. Eligibility:

- Bachelor's Degree related in Mass Communication.

- Age: 30 to 45 years.

2. Experience:

- 5 years' experience in Media Management including Print & Electronic Media.

3. Job Requirements:

i) Media Manager must be knowledgeable about technology, as they work to develop, create and maintain a company's digital as well as Print & Electronic Media presence.

ii) Manager will monitor the Association's main website and any microsites. Manager will be responsible for establishing and promoting social media presence, including developing company profiles on Facebook, Twitter or other social networking websites.

iii) Manager shall also draft, write and edit the content used for blogs, press notes and other sources of media.

iv) It's recommended that Media Manager be tech savvy in Web technologies, as well as current on the latest digital media developments and technology.

v) Media Manager will be responsible for research, write, proofread and edit all media content, implement and manage media campaigns, and deliver public relations and communications plans.

vi) Media Manager will assist the Local & Foreign Media during International Matches in line with guidelines of the Board of Control for Cricket in India (BCCI).

vii) Up-gradation of PCA Website in terms of PCA Rules & Regulations.

viii) Ability to create appropriate content for dissemination via press releases, social media, websites and other distribution channels.

ix) Ability to conduct press conferences and briefings.

x) Ability to nurture long-term relationships with key media influencers.

xi) Analytical thinker with strong conceptual and research skills.

xii) Natural leader who displays strong decision-making and attention to detail.

xiii) Ability to work under pressure and meet deadlines.

xiv) Excellent interpersonal, communication and public speaking skills.

xv) Ability to troubleshoot website issues in a fast-paced environment.

xvi) Strong attention to detail with an analytical mind and outstanding problem-solving skills.

xvii) Excellent content creation and writing skills.

xviii) Fantastic time management skills with the ability to multi-task.

xix) Media Manager with an analytical mind and understanding of Search Engine Optimization (SEO) and Media Manager is expected to have a meticulous attention to detail, outstanding problem-solving skills, and fantastic content creation and writing skills.

xx) To ensure success, a Media Manager must display an excellent understanding of Content Management and technology infrastructures using, Firewalls. Candidates will be comfortable troubleshooting the website and constantly improve the User Experience (UX) of the website.

xxi) Plan, implement, manage, monitor and upgrade the Associations website.

xxii) Ensure that the website is protected by enabling the appropriate security measures.

xxiii) Create appropriate website content aligned to the organization's strategy.

xxiv) Ensure website quality and efficiency by conducting regular test plans.

xxv) Improve the User Experience of the website regularly.

xxvi) Collaborate with management to ensure that the website aligns and meets the organization's standards.

xxvii) Ensure full compliance on the website with all laws and regulations.

4. **The above are not exhaustive but only indicative in nature.**