

| POSITION | REQUIRED BASIC & ADDITIONAL QUALIFICATIONS | EXPERIENCE | KEY RESPONSIBILITIES |
|---------------------------------------|--|---|---|
| SPECIALIST - STRATEGIC COMMUNICATIONS | <ul style="list-style-type: none"> A Bachelor's Degree or equivalent qualifications related to the field from a recognized university/institution | <ul style="list-style-type: none"> Minimum 05 years' experience Experience in print and television news will be an added qualification Experience in effective communication to public-sector audiences and popularization of ICTs are additional qualifications | <p>Strategy & Planning</p> <ul style="list-style-type: none"> Develop and execute the strategic communications plan for the organization to develop and increase ICTA brand (image) within different segments and general public Develop MSM and digital marketing campaigns to achieve effective communication to defined audiences, with emphasis on public-sector audiences Collaborate with project teams to develop & execute strategic communication plans. Create and maintain a centralized system to schedule, co-ordinate and align communications activity and content across different programme areas <p>Network Management</p> <ul style="list-style-type: none"> Develop and maintain a healthy relationship with stakeholders to drive the corporate communication strategy of the organization. Develop and organize strategic events for media outreach, with emphasis on Sinhala and Tamil media Maximize returns on promotional campaigns across different media channels, and come up with innovative and creative media strategies to ensure marketing campaigns reach the right target audience in the most effective way possible. |

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| SPECIALIST STRATEGIC COMMUNICATIONS | | | <ul style="list-style-type: none"> • Lead the production of event communications and outputs, including promotional materials, speaker briefings, display and branded merchandise, and event reports <p>Digital Marketing & Communication</p> <ul style="list-style-type: none"> • Extend the impact and effectiveness of the company website ensuring content and design is optimized to support to create brand awareness <p>General communication</p> <ul style="list-style-type: none"> • Collaborate with project teams to develop & execute platforms that promote a consistent & competing brand image at national level. • Develop and execute campaigns to promote adoption of ICT services and applications • Work closely with the senior management team to extend and enhance ICTA's vision, mission and values and ensure key messages are consistently applied in all marketing communications. |