Career Opportunity

Bangladesh Cricket Board

Ref No: BCB/Admin/HR/2026/937

Date: November 21, 2026

The Bangladesh Cricket Board (BCB) is the governing body responsible for the administration, regulation, promotion and development of cricket in Bangladesh. BCB oversees the development of the game at all levels and represents Bangladesh cricket nationally and internationally. With an expanding cricket ecosystem and growing commercial opportunities, BCB remains committed to strengthening the sustainable development, professional management and global standing of Bangladesh cricket.

Position Title : Manager – Digital Media & Content (Digital Manager)

Organization: Bangladesh Cricket Board (BCB).
Duty Station: Dhaka, Bangladesh.
Employment Type: Contractual Appointment

About the Position :

The Bangladesh Cricket Board (BCB) is seeking a highly experienced, creative, and results-driven Digital Media professional to lead and oversee its digital media operations, content strategy, social media platforms, creative production, and digital communications. The successful candidate will be responsible for strengthening BCB's digital presence, driving audience engagement, ensuring consistent brand communication, and delivering innovative digital experiences across Bangladesh Cricket, BPL T20, and domestic cricket competitions.

Key Responsibilities:

1. **Digital Strategy & Content Development:** Develop and implement comprehensive digital media and content strategies. Prepare annual, tournament-specific, and platform-based content plans. Lead digital storytelling and ensure consistency across all digital platforms. Drive audience growth, engagement, and brand visibility.
2. **Creative Direction & Content Production:** Lead creative concepts, graphic design, photography, video production, reels, and motion graphics. Supervise the development of high-quality Bangla and English digital content. Ensure creativity, accuracy, originality, and professional presentation.
3. **Social Media & Digital Platform Management:** Manage BCB's official Facebook, Instagram, YouTube, X, and other approved digital platforms. Develop audience growth and platform optimization strategies. Oversee social media publishing, community management, and digital reputation. Maintain brand consistency and ensure timely content delivery.
4. **Live Match & Tournament Coverage :** Lead real-time digital media operations during international matches, BPL T20, and domestic tournaments. Supervise match graphics, verified statistics, interviews, videos, and live updates. Coordinate with cricket operations, media, production teams, and relevant stakeholders. Ensure accurate and timely digital coverage during major sporting events.
5. **Website, Mobile & OTT Content Management:** Oversee website content, CMS operations, SEO, and digital user experience. Coordinate with technical teams for website and mobile platform improvements. Support OTT content planning, video libraries, and digital content distribution.
6. **Analytics & Performance Management:** Monitor audience growth, reach, engagement, video views, watch time, and website traffic. Analyze platform insights and recommend performance improvements. Prepare regular performance reports, analytics, and dashboards. Evaluate campaign effectiveness and optimize digital activities.
7. **Digital Rights & Content Governance:** Ensure compliance with copyright, digital media rights, and brand guidelines. Coordinate digital content protection and sensitive communications. Ensure responsible use of AI-assisted content production. Maintain professional standards across all digital communications.
8. **Team, Agency & Budget Management:** Lead, mentor, and supervise digital content creators, designers, video editors, copywriters, and creative agencies. Establish effective workflows and ensure timely delivery. Prepare and manage departmental budgets and campaign expenditure. Oversee vendor relationships, production resources, and digital marketing tools. Coordinate with BCB's Marketing, Commercial, Media, IT, Legal, and Cricket Operations departments.
9. **Strategic Coordination & Networking:** Build professional relationships with the digital teams of ICC, ACC, National Cricket Associations, and major digital platforms. Coordinate with Meta, X, YouTube, and other relevant technology partners. Align digital communication with BCB's commercial, sponsorship, ticketing, merchandising, and promotional activities.

Required Qualifications & Experience:

Academic Qualifications:

Bachelor's degree in Marketing, Digital Media, Mass Communication, Journalism, Business Administration, or a relevant discipline from a recognized university. Postgraduate qualifications or relevant professional certifications will be considered an advantage.

Professional Experience:

Minimum 7 years of relevant professional experience in digital media, social media, content strategy, or digital communications. At least 3 years of demonstrated experience managing digital campaigns, content operations, creative teams, or agencies. Proven track record of leading or managing digital media operations, preferably in a high-volume content environment. Demonstrated experience in managing budgets, content calendars, platform analytics, and multi-channel campaigns. A portfolio of successful digital projects or campaigns with measurable results. Experience in sports organizations, digital newsrooms, broadcasting, or major media organizations will be preferred.

Essential, Preferred Additional Skills & Competencies:

Excellent Bangla and English writing, copywriting, editing, and storytelling skills. Strong knowledge of cricket and understanding of sports audiences. Expertise in Facebook, Instagram, YouTube, X, and digital content optimization. Working knowledge of Meta Business Suite, YouTube Studio, Google Analytics 4, and relevant analytics tools. Sound understanding of SEO, CMS, website management, and OTT content workflows. Strong creative judgment in graphic design, video editing, and digital production. Understanding of digital rights, copyright, brand safety, and responsible AI applications. Excellent leadership, communication, planning, and problem-solving skills. Ability to work under pressure, including during live matches, weekends, and major tournaments.

Professional certifications in Google Analytics, Meta, YouTube, or Digital Marketing. Familiarity with Adobe Creative Cloud, Canva, Figma, and modern production tools. Experience managing live sports digital operations and multidisciplinary creative teams.

Application Procedure:

Interested candidates are requested to submit through email: **job@bcb-cricket.com** of their curriculum vitae, one recent passport-size photograph, together with a forwarding letter stating their expected salary addressing to: **The Chief Executive Officer,** Bangladesh Cricket Board, Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216.

Applications must be received **on or before 30th November 2026**. The name of the position applied for must be clearly stated in the subject line of the email. Only shortlisted candidates will be contacted for an interview. BCB reserves the right to accept or reject any application, or to cancel or modify the recruitment process, without assigning any reason.