Job Title: Content Design Head
Req. Exp. : 7-10 years with min 3 yrs exp. As lead
Location: Kolkata
Job Type: Full-Time
Salary: Industry Standard

Overview:
We are seeking a **Content Design Head** with **7-10 years** of experience in digital design and content creation, including at least 3 years in a leadership role to lead and oversee our video and graphic design teams, ensuring the creation of high-quality digital content for social media. You will guide the **Video Team Lead** and **Graphic Design Lead**, helping them produce engaging, share-worthy content that aligns with the latest trends. The ideal candidate will have strong art direction skills, operational knowledge of digital content creation, and experience using **GenAI** tools for design. With a keen eye for detail and excellent time management, you will be responsible for maintaining quality standards and meeting tight deadlines, all while fostering a collaborative and high-performing team environment.

Key Responsibilities:

Leadership & Vision:

- Develop and implement a cutting-edge content strategy focused on producing digital content for social media that is trendy, share-worthy, and engaging.

- Lead the **Video Team Lead** and **Graphic Design Lead**, ensuring alignment in content creation across both video and graphic formats.

- Maintain high standards of creativity and art direction, ensuring all content is visually compelling and optimized for digital and social platforms.

- Stay up-to-date with the latest design trends on social media, ensuring the team consistently produces relevant and impactful content.

Creative Direction & Execution:

- Oversee the creation of high-quality digital video and graphic content, with an emphasis on art direction and visual aesthetics.

- Ensure content is not only engaging but optimized for social media, maximizing shares and audience interaction.

- Leverage GenAI tools for design and content creation to push creative boundaries and innovate digital content.

Operational Management:

- Possess a basic operational understanding of how digital news portals function, ensuring timely, relevant content production.

- Be actively involved in content execution, guiding the team through complex projects and ensuring smooth workflows.

- Manage resources, allocate priorities, and ensure deadlines are met without compromising content quality.

Quality Control & Attention to Detail:

- Conduct thorough quality checks for all video and graphic content, both for the team's output and your own work.

- Lead the team in maintaining impeccable attention to detail, ensuring polished, flawless final content.

Talent Management & Retention:

- Act as a negotiator, helping retain top talent and fostering a positive, motivating work environment.

- Collaborate with HR and management to develop strategies for talent retention and continuous professional development.

Collaboration & Cross-Functional Communication:

- Work closely with senior management, marketing, and other departments to align content strategy with business goals.

- Ensure seamless communication and collaboration between the video and graphic design teams for cohesive content.

Qualifications:

Education: Bachelor's or Master's degree in Design, Art Direction, Media, Communications, or a related field.
Experience: 7-10 years in content creation and digital design, with 3+ years in a leadership position overseeing both video and graphic design teams.
Skills:

- Expertise in art direction and design, with in-depth knowledge of visual content trends for social media.

- Proficiency in GenAI tools for design and content generation.

- Strong knowledge of digital news portals and the content production cycle for online platforms.

- Proven leadership and project management skills.

- Exceptional attention to detail and quality control skills.

- Ability to work under tight deadlines, with flexibility for extended working hours when required.

- Strong communication, negotiation, and interpersonal skills for team management and retention.

- Strong understanding of design software (Adobe Suite, After Effects, Illustrator, Photoshop, etc.). Video production knowledge is a plus but not mandatory.

Ready to Lead and Innovate?
If you are passionate about crafting cutting-edge digital content, leading a creative team, and staying ahead of design trends, we want to hear from you! Join us in shaping the future of digital media and taking your career to new heights. Apply now and be part of a dynamic team where your ideas and creativity will thrive.