

Job Title: Motion Graphics Designer

Location: Kolkata

Job Type: Full-Time

Salary: Industry Standard

Overview:

We are looking for a highly skilled Motion Graphics Designer to join our dynamic video production team. The ideal candidate will have experience in video editing for digital and social media content and possess advanced motion graphics design skills. This role requires a keen eye for detail, the ability to work with minimal guidance and a strong collaborative spirit to produce engaging, high-quality content that aligns with the digital outreach goals of the Government of West Bengal.

Key Responsibilities:

Video Editing & Motion Graphics Design:

- Create high-quality video content with advanced motion graphics, utilizing the latest trends in video transitions, animation, and vector graphics.
- Use 3D animation presets for text and graphics to enhance video appeal and ensure a modern, polished finish.
- Develop innovative video content for social media platforms, optimizing for engagement and viewership.
- Handle news packaging, including designing compelling visuals and incorporating text overlays, logos, and relevant animations.

Team Collaboration & Communication:

- Collaborate closely with the video team, content strategists, and social media managers to produce videos that align with creative and communication strategies.
- Ensure seamless cooperation with cross-functional teams to streamline the development of content.
- Provide input on creative ideas and suggest improvements to enhance the visual appeal of videos.
- Communicate clearly and efficiently with team members and managers, ensuring project goals and deadlines are met.

Quality Control & Attention to Detail:

- Take full responsibility for reviewing and ensuring the flawless quality of your own work before submission.
- Have an exceptional eye for detail in terms of visual design, timing, and sound to ensure all deliverables are of the highest quality.
- Conduct quality checks independently, minimizing the need for managerial oversight, and

implement feedback where necessary.

Time Management & Efficiency:

- Demonstrate outstanding time management skills, delivering high-quality videos within tight deadlines.
- Be capable of managing multiple projects simultaneously, ensuring that each is completed on time and to a high standard with minimal supervision.

Content Optimization & Social Media Trends:

- Stay up-to-date with the latest trends in social media video production and motion graphics to keep the content fresh and engaging.
- Optimize video content for different social media platforms (Facebook, Instagram, YouTube) to maximize reach and engagement.

Qualifications:

Education: Bachelor's degree in Film, Video Production, Animation, Graphics Design, Media Studies, or a related field.

Experience: 3-5 years of professional experience in video editing and motion graphics design, with a focus on digital and social media content.

Skills:

- Proficiency in video editing software (Adobe Premiere Pro, Final Cut Pro) and motion graphics tools (Adobe After Effects).
- Strong understanding of the latest video editing trends, 3D animations, transitions, and vector graphics.
- Ability to handle multiple projects and meet deadlines in a fast-paced environment.
- Excellent communication, comprehension, and brief appreciation skills.
- A strong team player with the ability to work independently and manage tasks with minimal guidance.