

Job Title: Video Editor

Location: Kolkata

Job Type: Full Time

Salary: Industry Standard

Overview:

The Video Editor will be responsible for creating engaging, high-quality video content for the social media pages of the Digital Outreach and Citizen Engagement initiative of the Government of West Bengal. This role will involve editing footage, incorporating graphics and effects, and ensuring that the final product effectively communicates the intended message while appealing to diverse audiences on various social media platforms.

Key Responsibilities:

1. Video Editing:

- Edit raw video footage into compelling stories that effectively convey project objectives, government initiatives, and citizen engagement activities.
- Incorporate graphics, animations, sound effects, and music to enhance the visual quality and engagement of videos.
- Ensure that video content aligns with branding guidelines and communication strategies of the Government of West Bengal.

2. Content Creation:

- Collaborate with the content team to conceptualize and develop video scripts and storyboards tailored for social media platforms.
- Develop short-form video content, including promotional segments, public service announcements, informational videos, and highlights of events and initiatives.

3. Social Media Optimization:

- Adapt video content formats and styles for various social media platforms (e.g., Facebook, Twitter, Instagram, YouTube) to maximize engagement and reach.
- Utilize best practices for social media video production, including attention to trends, hashtags, and audience preferences.

4. Quality Control:

- Review and edit each video to ensure a high standard of quality in visuals, sound, and overall presentation.
- Implement feedback from team members and stakeholders to refine content before publication.

5. Collaboration:

- Work closely with the social media and communications teams to align video content with ongoing campaigns and initiatives.
- Participate in brainstorming sessions and team meetings to generate new ideas for video content and strategies to enhance audience engagement.

6. Trends and Research:

- Stay up-to-date with current trends in video production and social media to ensure content remains relevant, engaging, and effective.
- Analyze audience engagement metrics to assess the impact of video content and make informed recommendations for future productions.

7. Archiving and Asset Management:

- Organize and maintain a library of video assets, ensuring easy access for future editing and reuse.
- Document project workflows and processes for consistency and efficiency in video production.

Qualifications:

- **Education:** Bachelor's degree in Film, Video Production, Media Studies, Communications, or a related field is preferred.

- **Experience:**

- Minimum [2-4 years] of professional video editing experience, preferably in social media content creation or digital marketing.
- Strong portfolio showcasing previous work in video production and editing.

- **Skills:**

- Proficiency in video editing software such as **Adobe Premiere Pro, Final Cut Pro, or similar tools.**
- Basic knowledge **of motion graphics and animation tools (e.g., Adobe After Effects) is a plus.**
- Solid understanding of social media platforms and best practices for video content.
- Strong attention to detail and excellent organizational skills.