

## **Job Title: Video Team Lead**

**Location:** Kolkata

**Job Type:** Full-Time

**Salary:** Industry Standard

### **Overview:**

We are looking for a seasoned Video Team Lead to lead our dynamic video production team, working on high-impact digital outreach and citizen engagement projects for the Government of West Bengal. This role requires not just expertise in video editing but also leadership skills to manage a team and deliver high-quality content that resonates with diverse social media audiences.

### **Key Responsibilities:**

- 1. Team Leadership & Project Management:**
  - Lead a team of video editors and creatives, overseeing the entire video production process.
  - Guide the team in developing engaging video content that aligns with government initiatives and citizen engagement objectives.
  - Ensure project timelines are met, maintaining quality and efficiency.
- 2. Editorial & Content Strategy:**
  - Possess an editorial mindset to craft compelling narratives and impactful storytelling.
  - Collaborate with the content team to develop scripts, storyboards, and creative concepts.
  - Conduct script and news analysis to ensure content relevance and engagement.
- 3. Video Production & Technical Proficiency:**
  - Hands-on experience in all areas of video production: shooting, direction, script analysis, motion graphics, video editing, audio editing, and voice-over integration.
  - Incorporate advanced graphics, animations, sound effects, and music to enhance video appeal.
  - Ensure alignment with branding and communication strategies for the Government of West Bengal.
- 4. Cross-Functional Collaboration:**
  - Work seamlessly with cross-functional teams, including social media, communications, and content strategists, to align video content with broader campaign objectives.
  - Foster strong relationships with internal stakeholders to streamline content development.
- 5. Social Media Optimization & Trends:**
  - Optimize video content for various social media platforms (Facebook, Instagram,

YouTube, etc.) to maximize reach and engagement.

- Stay up-to-date with industry trends, audience preferences, and social media best practices.

**6. Quality Control & Attention to Detail:**

- Review all video content meticulously to ensure the highest quality in visuals, sound, and storytelling.
- Conduct flawless quality checks before publication to maintain brand integrity.
- Implement feedback from stakeholders to enhance content.

**7. Time Management & Efficiency:**

- Demonstrate exceptional time management skills, both as an individual contributor and a team leader.
- Streamline workflows and ensure deadlines are consistently met without compromising quality.

**Qualifications:**

- **Education:** Bachelor's degree in Film, Video Production, Media Studies, Communications, or a related field.
- **Experience:** 6-8 years of professional video editing experience, with at least 2 years in a leadership role.
- **Skills:**
  - Expertise in video editing software (Adobe Premiere Pro, Final Cut Pro).
  - Proficiency in motion graphics and animation tools (Adobe After Effects).
  - Strong understanding of social media platforms and content optimization.
  - Exceptional organizational, time management, quality control skills, and cross-functional collaboration abilities.