

# Promo Video Editor

**Location:** Kolkata

**Job Type:** Full-Time

**Experience:** 4-5 Years (Mandatory experience in electronic news media houses)

**Salary:** Industry Standard

## Overview:

We are seeking a **Motion Graphic Designer & Promo Video Editor** with **mandatory prior experience in electronic news media houses**. This role blends **high-impact promo editing, motion graphics design, and fast-paced news storytelling**, requiring someone who thrives under **tight deadlines and breaking news scenarios**. The ideal candidate will have an **editorial mindset, a sharp eye for detail, and a deep understanding of audience engagement** across digital and broadcast platforms.

## Key Responsibilities:

### Promo Editing & Motion Graphics:

- **Edit compelling promos, teasers, and news montages** that align with the fast-paced nature of TV and digital news media.
- **Craft engaging motion graphics, lower thirds, text animations, and high-energy transitions** to enhance promotional content.
- **Develop brand-aligned promotional videos** that maintain the news channel's distinct identity and editorial tone.

### News Packaging & Video Editing:

- Handle **news packaging, breaking news clips, and editorial videos** with seamless integration of visuals, text overlays, and animations.
- **Sync voiceovers, music, and SFX** to create high-energy, emotionally engaging videos.
- Ensure **quick turnarounds on breaking news promos and social media adaptations**.

## **Creative Collaboration & Execution:**

- Work closely with **producers, newsroom editors, and social media teams** to conceptualize and execute promo strategies.
- Adapt promo styles to different platforms, ensuring **optimized storytelling for TV, OTT, and digital audiences**.
- **Stay updated on news cycles, political narratives, and media trends** to produce relevant, timely content.

## **Quality Control & Brand Consistency:**

- Maintain **strict quality checks on visuals, sound, and pacing** before release.
- Ensure all content aligns with the **news channel's branding and editorial guidelines**.
- Experiment with **color grading, typography, and motion effects** to elevate the production value.

## **Time Management & Deadline Execution:**

- Manage **multiple projects simultaneously** under high-pressure environments.
- **Deliver fast, precise edits without compromising quality**, even under tight deadlines.
- Be adaptable to **last-minute changes and urgent newsroom requirements**.

## **Qualifications & Skills:**

- **Bachelor's degree** in Film, Animation, Media Studies, or a related field.
- **4-5 years of experience in promo editing, motion graphics, and video production in an electronic news media house (mandatory)**.
- Proficiency in **Adobe Premiere Pro, After Effects, Photoshop** (Cinema 4D knowledge is a plus).
- Strong understanding of **news storytelling, audience psychology, and digital media trends**.
- Ability to create **scroll-stopping promos that drive engagement and viewership**.
- Exceptional **storytelling, pacing, and audio-visual synchronization skills**.
- A **collaborative team player** with excellent communication and organizational skills.