** Job Description**

**Designation:** Video Editor and Graphic Designer

# Purpose of Function:

# To support building the brand awareness of Lotus Petal to be one of the “Top of the

# mind “brands in the global giving space as well CSR / Non-Profit industry thereby

# maximizing returns for the fundraising efforts ultimately leading to more beneficiaries

# for the programs. Support in creating robust internal communication to keep the

# employee/Changemaker updated and motivated.

# Key Tasks:

# Video Editing & Production

# 1. Efficiently shoot, edit, and produce high-quality videos for various platforms for

# Lotus Petal Foundation

# 2. Develop compelling video content for campaigns, events, CSR programs, and internal

# communication.

# 3. Incorporate motion graphics, sound effects, and animations to enhance

# storytelling.

# 4. Organize and maintain video assets, ensuring consistency with brand guidelines.

# Graphic Design

# 1. Design visually appealing graphics for social media, presentations, reports, and

# campaigns for Lotus Petal Foundation.

# 2. Create marketing materials that align with the foundation’s branding and messaging.

# 3. Utilize tools like Canva, Adobe Photoshop, and Illustrator to produce high-impact designs .

# 4. Design info graphics and other visuals to communicate the foundation’s impact effectively .

# Profile of the candidate :-

# 1. Bachelor’s Degree or equivalent (Graphic Design/ Photography/ Communication)

# 2. Computer skills - Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, Canova, AI, Video

# Maker for internal Video creation

# 3. The candidate should have 1year+ of experience. Preferably from an advertising experience

# or creative workshop

# 4.  Should have the skill set to create campaign ideas, day to day creative ideas, innovative

# ideas, and not just mere adaptation

# 5. Should have exposure to video creation and creative creation for all media (Social, print)

# 6. Strong organizational and time management skills. Team player with good interpersonal skills.

# 7. Has a keen knack for constantly researching and exploring design trends.

# 8. Excellent storytelling and creative skills

# 9. Ability to manage multiple projects and meet deadlines

# 10. Strong attention to detail with a proactive and solution-oriented approach