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| <b>Position:</b>             | Visual Content Designer (Graphic Design & Video Editing)  |
| <b>Role Overview:</b>        | The <b>Visual Content Designer</b> is responsible for creating high-quality digital and print materials, video content, and multimedia assets that align with IIHMR University's brand and marketing strategies. The role requires a creative professional with expertise in graphic design, video production, and digital content creation to enhance the university's outreach and engagement.  |
| <b>Qualification:</b>        | Master's/Bachelor's degree in Graphic Design, Visual Arts, Multimedia, or a related field.  |
| <b>Required Skills:</b>      | <ul style="list-style-type: none"> <li>▪ Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Coral Draw, Canva).</li> <li>▪ Strong creative and artistic vision in Graphics, GIFs, Character Design, and Film Editing.</li> <li>▪ Knowledge of editing software (such as Premiere Pro, Final Cut) is essential.</li> <li>▪ Ability to handle multiple projects and meet deadlines efficiently.</li> <li>▪ Excellent communication and collaboration skills.</li> <li>▪ Strong knowledge of social media trends and digital marketing strategies.</li> <li>▪ Ability to adapt designs for different formats, audiences, and purposes.</li> </ul>   |
| <b>Required Experience:</b>  | <ul style="list-style-type: none"> <li>▪ 3–5 years of experience in graphic design and video editing, preferably in an educational or corporate environment.</li> <li>▪ Strong understanding of branding, typography, and visual storytelling.</li> <li>▪ Experience in motion graphics and animation is a plus.</li> </ul>   |
| <b>Key Responsibilities:</b> | <ul style="list-style-type: none"> <li>▪ Design and develop digital and print materials, including social media creatives, brochures, flyers, presentations, and website graphics.</li> <li>▪ Shoot and edit videos for university projects, events, and promotional campaigns.</li> <li>▪ Translate strategic ideas into visually engaging and brand-aligned designs.</li> <li>▪ Create compelling content for digital campaigns, multimedia platforms, and advertisements.</li> <li>▪ Work collaboratively with marketing, communications, and academic teams to produce cohesive visual materials.</li> <li>▪ Ensure visual content is optimized for various digital channels and devices.</li> <li>▪ Stay updated with the latest design trends, video editing techniques, and multimedia tools.</li> </ul> |

**To Apply:**

Mention the position you are applying for in the email subject line and send your updated CV to [hrd@iihmr.edu.in](mailto:hrd@iihmr.edu.in)