

## **Project: Punjab Leadership & Development Initiative**

**Location:** Mohali

**Role Type:** Full-time (in-office)

### **About the Initiative:**

This initiative is a people-centric platform dedicated to rebuilding the region's social strength through dialogue, research, and collective service. We strive to unite individuals across religions, professions, and generations to address key challenges such as unemployment, education, environment, and governance. Through structured community dialogue and citizen-led action, we work to catalyze practical, people-first solutions for the future.

### **Role Overview**

The Video Editor will be the primary visual storyteller for the initiative, responsible for creating compelling and accessible content. You will translate the message of renewal, dialogue, and constructive action into high-impact digital media. This role is crucial for the Awareness and Cultural Campaigns phases of the project.

### **Key Responsibilities:**

1. Multimedia and Digital Storytelling
  - Assist in creating short videos, reels, and digital stories highlighting people, projects, and impact.
  - Execute video editing, typography, and layout design for cross-platform use (Instagram, LinkedIn, YouTube).
  - Develop visual storytelling formats for community stories, events, and dialogue circles.
2. Motion Graphics and Campaign Support
  - Support awareness and outreach campaigns through compelling visuals and motion graphics.
  - Collaborate with the communications and research teams to translate concepts into engaging visual narratives.
3. Collaboration and Field Engagement
  - Work closely with volunteers, photographers, and field coordinators to document stories and visuals from on-ground events.
  - Ensure brand consistency and visual coherence across all video materials.

### **Preferred Background and Skills**

- **Experience:** Proven experience in video editing and motion graphics (portfolio required).
- **Technical Proficiency:** Expertise in industry-standard software such as Adobe Creative Suite (Premiere Pro, After Effects, Photoshop) or equivalent tools.
- **Digital Knowledge:** Strong understanding of digital content formats and best practices for social media platforms (Instagram, YouTube, etc.).
- **Education:** Bachelor's degree or equivalent certification in Film, Multimedia, or Visual Communications (Not Mandatory).
- **Communication:** Strong communication skills in English and Punjabi (written and verbal).
- **Attributes:** Ability to work independently, manage multiple deadlines, and demonstrate a deep interest in the region's cultural and social landscape.

### **What You'll Gain**

- A chance to use your creativity for social impact and moral renewal in the region.
- Work with passionate youth, artists, and community change-makers across districts.
- Exposure to real-world storytelling, civic campaigns, and public communication design.
- Mentorship from experienced professionals in communication and cultural advocacy.
- Opportunity to build a diverse portfolio that combines design, culture, and development.

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