

## 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 selected candidates will serve as the primary visual storytellers for the initiative. You will be responsible for creating compelling and accessible content that translates the message of renewal, dialogue, and constructive action into high-impact digital and print media. This role is crucial for the Awareness and Cultural Campaigns phases of the project.

### Key Responsibilities

1. Visual Communication and Design
  - Design digital and print materials, including social media posts, infographics, reports, and campaign creatives.
  - Develop visual storytelling formats for community stories, events, and dialogue circles.
  - Ensure brand consistency and visual coherence across all materials.
  - Create content that reflects Punjab's cultural aesthetics while maintaining contemporary appeal.
2. Campaign and Content Development
  - Collaborate with the organization's communications and research teams to translate concepts into visuals.
  - Design graphics that simplify research findings, community data, and dialogue outcomes.
  - Support awareness and outreach campaigns through compelling visuals, posters, and motion graphics.
3. Multimedia and Digital Presence
  - Assist in creating short videos, reels, and digital stories highlighting people, projects, and impact.
  - Work on basic video editing, typography, and layout design for cross-platform use (Instagram, LinkedIn, YouTube, print).
4. Collaboration and Field Engagement
  - Work closely with volunteers, photographers, and field coordinators to document stories and visuals from on-ground events.
  - Create templates and toolkits that local teams can adapt for district-level activities.

### Preferred Background and Skills

- Education: Bachelor's degree or equivalent certification in Graphic Design, Visual Communications, Film, or Multimedia (Not Mandatory).
- Experience: Proven experience in video editing, graphic design, and motion graphics (portfolio required).
- Technical Proficiency: Expertise in industry-standard software such as Adobe Creative Suite (Premiere Pro, After Effects, Illustrator, Photoshop) or equivalent tools.
- Digital Knowledge: Strong understanding of digital content formats and best practices for social media platforms (Instagram, YouTube, etc.).
- 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 Punjab'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 changemakers across districts.
- Exposure to real-world storytelling, civic campaigns, and public communication design.
- Mentorship from experienced professionals in communication, social work, and cultural advocacy.
- Opportunity to build a diverse portfolio that combines design, culture, and development.

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