

**Job Title: Graphic Designer & Editor**

**About the Role:**

Create visually engaging and brand-consistent design collaterals to support IMI's admissions and marketing campaigns. This role involves editing, lay outing, and delivering digital and print assets on time, while collaborating with internal teams to maintain visual consistency and campaign alignment across platforms.

**Key Responsibilities:**

- Design, edit, and deliver collaterals for marketing and admissions including social media posts, brochures, banners, presentations, and internal communications
- Assist with content developed by campus teams by refining layout, color palette, font usage, and ensuring design alignment with IMI's branding guidelines
- Ensure consistent visual style across all content formats, including performance marketing assets, print material, and organic social media creatives
- Deliver design requests within defined internal SLAs, while ensuring high quality and attention to detail
- Collaborate with the Copywriter & Social Media Manager to adapt messaging into compelling visuals across platforms
- Coordinate with the Senior Manager – Brand for approvals and creative feedback
- Edit and adapt video assets, motion graphics, and reels using available footage or templates, where needed
- Maintain a centralized library of design assets, templates, logos, and reusable elements for faster turnaround
- Stay updated with design trends, tools, and visual communication styles relevant to higher education marketing

**Eligibility:**

- 3–7 years of experience in graphic design, visual communication, or creative production (agency or in-house)
- Proficiency in tools such as Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Final Cut Pro, Canva
- Ability to work under tight timelines with a keen eye for detail and design alignment
- Understanding of lay outing, color theory, font pairing, and platform-optimized dimensions
- Experience with motion graphics or basic video editing is a plus
- Portfolio of prior work demonstrating creativity, brand sensitivity, and execution capabilities
- Strong communication and collaboration skills to work cross-functionally with design, content, and campus teams

**Key Performance Indicators (KPIs):**

- Turnaround time and quality of creatives delivered
- Visual consistency across campaigns and platforms
- Design accuracy and alignment with brand guidelines
- Satisfaction scores from internal stakeholders (marketing and campus teams)
- Number of reusable templates and assets created for scalability

**Location:**

Delhi

**Interested candidates are invited to submit their application along with a detailed resume at [headadmissions@imi.edu](mailto:headadmissions@imi.edu)**