

**Job Title: Marketing Executive**

**About the Role:**

Support campus-level marketing by creating, editing, and managing digital content that highlights student life, testimonials, and events. This role is responsible for content capture, basic video editing, platform uploads, and coordination with the central brand team to maintain visual and messaging consistency.

**Key Responsibilities:**

- Shoot, produce, and edit regular campus content (student life, testimonials, events, etc.)
- Share raw and edited content with the central team for reviews and edits
- Post approved content on relevant social media platforms and ensure timely uploads
- Maintain a structured campus-level content calendar and work collaboratively with the central brand team
- Capture events, record student stories, and edit visual media for local promotion
- Use video editing software and tools to create short-form and engaging content
- Collaborate with the campus admissions team for campaign support and live content
- Ensure branding, quality, and tone consistency in all visual outputs

**Eligibility:**

- 2 - 5 years of experience in content creation, basic videography, or digital marketing
- Proficient in video shooting using DSLR or mobile cameras
- Hands-on experience with video editing tools such as Adobe Premiere Pro or CapCut
- Familiarity with Canva and other basic design tools
- Ability to manage a content calendar and coordinate reviews with remote teams
- Creative mindset with attention to visual detail and narrative storytelling
- Strong communication and collaboration skills

**Key Performance Indicators (KPIs):**

- Volume and quality of content created and published
- Turnaround time from shoot to final upload
- Engagement metrics of campus-specific content
- Adherence to central brand guidelines in visuals
- Campus content calendar maintenance and consistency

**Location:**

Delhi, Kolkata

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