

Job Title : Multimedia Executive

Department : Communications & Admissions

Role Overview

The **Multimedia Executive** will be responsible for assisting in creating engaging visual communication across print and digital platforms to support the school's branding, admissions, events, marketing, and internal communications. The role also includes photography, videography, social media support, and maintaining the school's digital content repository while ensuring consistent brand identity across all communication touchpoints.

Key Responsibilities

1. Branding & Campus Creatives

- Assist in the design and execution of the school's outdoor branding materials.
- Contribute to the creation of flyers, banners, and promotional materials for admissions and outreach initiatives.
- Design print and digital standees based on approved communication requirements.
- Assist in developing school communication collaterals such as brochures, almanacs, fee structures, prospectuses, and other print and digital marketing materials.
- Create posters, notices, display materials, and other print communication collaterals for use across the school campus, ensuring adherence to brand guidelines.

2. Event Communication

- Assist in designing communication materials for school events, celebrations, and internal activities.
- Support the creation of event branding assets and promotional creatives as required.

3. Promotional Communication

- Develop platform-specific creatives for:
 - WhatsApp
 - Email campaigns
 - Social media platforms
- Assist in creating visually compelling communication showcasing the school's:
 - Infrastructure and facilities
 - Academic achievements
 - Student accomplishments
 - Programs and initiatives
 - Admission campaigns and promotional activities
- Contribute to the timely execution of promotional communication in alignment with the school's marketing calendar.

4. Photography & Videography

- Assist in capturing high-quality photographs and videos of:
 - School events
 - Classroom activities
 - Student engagements
 - Institutional programs
 - Special occasions
- Edit photographs and videos for internal and external communication.
- Support the organisation, categorisation, and maintenance of a structured digital media repository.
- Assist in the timely uploading and management of content for ERP requirements, including student photography and institutional documentation.

5. Admissions & Outreach Support

- Support admission campaigns and outreach initiatives through creative execution and on-ground assistance during campus tours..
- Design communication materials for admission drives, open houses, and promotional events.

- Coordinate with the Admissions and Marketing teams to fulfil branding and communication requirements during admissions and outreach activities.

6. Social Media Support

- Assist in preparing the monthly Twitter content deck aligned with the approved communication calendar content plan.
- Publish approved content on the school's Twitter handle while ensuring brand consistency.
- Support the creation of creatives and visual assets for other social media platforms as required.
- Curate content for the Principal's social media handles.
- Support internal amplification of Navriti's social media content.

7. Website Creatives

- Design feature images and banners for the school's website.
- Create visual assets for blog posts and website updates.
- Assist in optimising visual content for web use and digital platforms.

Required Skills & Qualifications

- Bachelor's degree in Graphic Design, Visual Communication, Fine Arts, Multimedia, or a related field.
- 1-2 years of experience in graphic design, preferably in the education, branding, or marketing sector.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva.
- Basic knowledge of video editing tools such as Adobe Premiere Pro, After Effects, CapCut, or equivalent.
- Strong photography and videography skills.
- Good understanding of print production and digital design principles.
- Familiarity with social media content creation and digital marketing creatives.
- Ability to manage multiple assignments simultaneously while meeting deadlines.
- Strong attention to detail, creativity, and visual storytelling skills.
- Excellent organisational and communication skills.

Preferred Skills

- Experience working with educational institutions, schools or EdTech Companies.
- Knowledge of website image optimisation and digital content management.
- Basic motion graphics or animation skills will be an added advantage.
- Understanding of brand guidelines and visual identity management.