

Consultant (Video Producer & Editor)

The Indian Council for Cultural Relations (ICCR) is seeking a skilled and creative **Video Producer & Editor** to conceptualize, shoot, and produce high-quality visual content that reflects ICCR's mission of promoting India's cultural diplomacy worldwide.

This role requires **technical expertise in video shooting and editing, a strong understanding of digital media trends, and the ability to translate cultural narratives into engaging visual content.**

Qualifications

- Minimum: Graduation
- Preferred Profile
 - Bachelor's Degree in Journalism, Mass Communication, Film Production, Media Studies, or a related field from a recognized University/Institution approved by Government of India regulatory bodies
 - Relevant certifications in Video Editing, Cinematography, Motion Graphics, or AI-driven media tools will be an added advantage
 - 2–4 years of experience in video production.
 - Good Proficiency in English (both written and spoken)
 - Experience of working with government bodies, cultural institutions, or event documentation.
 - Interest in culture, performing arts, and international relations.
 - Ability to work in fast-paced, event-driven environments and meet tight deadlines.
 - Ability to transform long cultural programs into highly engaging short-form content designed for viral reach and international audiences
- Mandatory: Submission of a portfolio/showreel showcasing previous work (social media content, videos, podcasts, or relevant projects)

Age Limit - 25 to 40 years (as on the last date of receipt of application)

Remuneration - Maximum Rs 80,000 per month

Experience

- Minimum 2 years of relevant experience in video production and editing
- Proven experience in editing content for social media platforms such as Instagram, Facebook, and YouTube
- Experience in editing podcasts and long-form video content
- Strong understanding of digital content performance, including factors distinguishing high-performing (1M+ views) and average (10K views) videos

Scope of work

Videography

- Professionally shoot ICCR events, festivals, and diplomatic engagements and cultural performances with a **social-first storytelling approach**.
- Capture high-quality "bytes" (interviews), artist spotlights, behind-the-scenes footage and Creative **videos for social media** as required.
- Operate **DSLR/Mirrorless cameras** with full manual control and professional framing techniques.
- Manage **lighting setups and high-fidelity audio recording** for stage performances, indoor auditoriums, and formal interviews
- Use **gimbals, stabilizers, and cinematic camera movements** for professional production value.
- Plan **shot lists, framing, and visual narratives** for event coverage.
- Capture real-time moments during live events suitable for **quick digital publishing and social media engagement**.

Video Editing

- Edit high-retention **Instagram Reels, YouTube** with strong hooks.
- Edit long-form event highlights, Podcasts and documentary-style features for YouTube and official archives.
- Create **short-form promotional teasers, highlight cuts, and trailer-style edits** for event promotion.
- Perform professional **cinematic color grading** and correction to ensure a consistent, high-end "ICCR look." to maintain institutional quality.
- Ensure visual consistency aligned with ICCR's brand identity.
- Apply modern typography principles, multilingual subtitles, lower thirds, and motion graphics.
- Ensure all exports meet specific platform requirements (aspect ratios, codecs, and durations).
- Stay updated with social media trends and transitions while maintaining institutional dignity.
- Maintain an organized digital library of all raw and finished assets for ICCR's permanent records.
- Integrate **music, sound design, and voiceovers using** ElevenLabs or other AI tools to enhance storytelling.
- AI Generation
- Repurpose long-form videos into **multiple micro-content pieces**.

Required Skills

- Mastery of Adobe Premiere Pro, After Effects
- Proficiency in leveraging AI tools (e.g., higgsfield.ai, **RunwayML, ChatGPT, Gemini**) to enhance workflow and content creativity
- **Use AI tools to improve editing speed, subtitles, voiceovers, and visual effects.**
- Knowledge of **Adobe Audition** or similar for audio cleanup and podcast balancing.
- Familiarity with Instagram and other In-app Video editing tools for quick-turnaround trending content.

- Familiarity with export formats, codecs, and social media optimization.
- Strong eye for layout, typography, and brand-aligned motion graphics.
- Expert knowledge of cameras, gimbals, and wireless microphones and studio lighting.
- Ability to deliver **fast-turnaround edits for time-sensitive social media content**
- **Strong understanding of audience engagement techniques**

ANNEXURE-I

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APPLICATION PROFORMA FOR THE POST OF CONSULTANT IN ICCR, NEW DELHI

1. Name in full (BLOCK LETTER) :
2. Date of Birth (in Christian Era) :
3. Gender :
4. Educational Qualifications :
(Matriculation onwards)

S. No.	EXAMINATION	BOARD/UNIVERSITY	MARKS OBTAINED (%)

5. Complete Residential Address :
6. Mobile No. :
7. Email id :
8. Details of employment in the chronological order, if applicable (Enclose a separate

Department/ Institution/ organisation	Post held	From	To	Emoluments	Nature of duties performed

9. Details of courses /training programmes attended, if any :
10. Languages Known :
11. Details of previous consultancy :
12. Additional information, if any, which you would like to mention in support of your suitability for the post. Enclose a separate sheet, if needed.
13. Remarks:

(Signature of Candidate)

Date: