



ENFOLD PROACTIVE HEALTH TRUST

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| Position: | Visual Content and Digital Media Designer |
| Reports to: | Communication Manager |
| Location: | Bengaluru |
| Full/part-time | Full-time |
| Key Responsibilities | <p>1. Graphic Design and Illustration:</p> <ul style="list-style-type: none">● Create visually engaging infographics, illustrations, and layouts for diverse projects.● Combine hand drawing and painting with digital media to create complete and compelling illustrations.● Design layouts and visual elements for publications, ensuring consistency with Enfold's visual identity and audience needs.● Develop and maintain design guidelines, standards, and best practices for consistency across all visual assets.● Collaborate with all teams at Enfold to understand design needs and translate ideas into impactful visual outputs. <p>2. Video & Animation</p> <ul style="list-style-type: none">● Produce and edit videos for educational, promotional, and documentation purposes.● Design and animate 2D content including explainer videos, motion graphics, and character animations.● Develop videos and gamified learning activities for online courses and training modules. <p>3. Digital Media & SEO Strategy</p> <ul style="list-style-type: none">● Collaborate with the content and social media teams to conceptualize and design campaign visuals and assets.● Develop and execute platform-specific content and SEO strategies to ensure consistent branding, messaging, audience engagement, and discoverability across Enfold's digital platforms. |



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| | <ul style="list-style-type: none"> Periodically update and maintain the Enfold website, ensuring a smooth user experience and alignment with the organisation's branding. <p>General:</p> <ul style="list-style-type: none"> Analyze user feedback and metrics to inform design decisions and improvements. Maintain a well-organized and secure content repository. |
| Qualification and Experience | <p>Required:</p> <ul style="list-style-type: none"> Bachelor's/Master's in Design, Communication, Multimedia, Digital Media or a related field. Minimum 1–2 years of relevant work experience. Familiarity with design and video editing tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro etc.) <p>Preferred:</p> <ul style="list-style-type: none"> Familiarity with SEO and Wordpress websites. Experience working with LMS platforms or content delivery systems is an added advantage. |
| Skills and Personal Attributes: | <p>Essential :</p> <ol style="list-style-type: none"> Stay updated with the latest design trends, software, and technological advancements. Facilitate continuous learning and professional growth within the content team. Strong interpersonal and problem-solving skills. <ol style="list-style-type: none"> Professionalism at the workplace. Ability to work in a team and work effectively with people across all organisational work levels, willingness to contribute and learn from others A keen eye for detail to ensure all aspects of the project are accounted for and executed correctly. |



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| | 5. Flexibility to adapt to changing project requirements, unexpected challenges, and new information. |
| Last Date for application | 23rd June 2025 |
| Joining Date | Immediately |
| Application Details | Enfold is committed to providing equal opportunities in employment and creating an inclusive work environment. Interested candidates can apply by filling out the form . |

Note : Enfold has a zero tolerance for Sexual Exploitation and Abuse.

Protection from Sexual Exploitation and Abuse (PSEA) is everyone's responsibility, and all staff must adhere to the Code of Conduct, which enshrines principles of PSEA, always (both during work hours and outside work hours).

Familiarisation with, and adherence to, the Code of Conduct is an essential requirement of all staff, in addition to related mandatory training. All staff must ensure that they understand and act in accordance with this clause.

