

Job Title: Video Editor – AI-Driven Content Creation

Location: Delhi (Full Time, On-site)

Reporting: Business Manager, NCEL

Company Description

National Co-operative Exports Limited (NCEL) is a distinguished national-level cooperative created with the approval of the Union Government and the Ministry of Cooperation in 2023 and registered under the Multi-State Co-operative Societies Act, 2002. NCEL is an innovative and forward-thinking organization committed to leveraging cutting-edge technologies to produce scalable, high-impact content. We operate at the intersection of creativity and automation, constantly exploring ways to enhance storytelling through artificial intelligence, video automation, and digital design.

Job Summary

We are seeking a highly motivated and skilled **Video Editor – AI-Driven Content Creation** to join our content and media team. The ideal candidate will have a strong background in video production, with demonstrated experience using **AI video platforms** such as Synthesia, HeyGen, and other automation tools. This role requires a blend of creative storytelling, technical proficiency, and an aptitude for process optimization through AI.

Key Responsibilities

Scriptwriting & Content Development

- Prepare, adapt, and refine scripts for various video formats and digital platforms.
- Collaborate with internal teams to translate ideas and briefs into compelling visual narratives.

AI Video Production

- Create high-quality video content using AI avatar tools (e.g., Synthesia, HeyGen, Pictory).
- Maintain creative and brand consistency across all outputs.

Video Editing & Post-Production

- Edit videos using Adobe Creative Suite (Premiere Pro, After Effects, Photoshop).
- Add animations, graphics, sound, and visual effects to enhance viewer engagement.

Workflow Automation

- Develop and implement systems for automating repetitive parts of the video creation process.
- Utilize tools such as ChatGPT or Descript to streamline production and reduce turnaround times.

Platform Optimization

- Adapt and optimize content for publishing across platforms including YouTube, LinkedIn, Instagram, and more.
- Ensure videos meet platform-specific requirements and audience expectations.

Research & Innovation

- Stay informed about emerging tools, trends, and best practices in video production and AI content creation.
 - Recommend and implement new technologies to improve efficiency and creative output.
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Qualifications

- Bachelor's degree in Media, Film, Communication, Design, or a related field.
 - Minimum **2 years** of professional experience in video editing and content creation.
 - Proficient in AI video platforms (e.g., Synthesia, Runway, HeyGen, Descript, Pictory).
 - Advanced knowledge of Adobe Creative Suite (Premiere Pro, After Effects, Photoshop).
 - Strong scriptwriting and storytelling capabilities.
 - Experience with automation tools is highly desirable.
 - Ability to manage multiple projects and meet tight deadlines.
 - Excellent communication and organizational skills.
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Preferred Skills (Not Mandatory but Advantageous)

- Experience working with AI voice or synthetic narration tools.
 - Background in product walkthrough videos or corporate explainers.
 - Familiarity with video SEO and performance analytics.
 - Creative direction or branding experience is a plus.
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How to Apply:

Interested candidates may send their resume and portfolio to Prateek.verma@ncel.coop with the subject line “**Application – Video Editor (AI-Driven Content Creation)**”.