



Job Description – Associate – Content Producer

About the company

Tamada Media is one of South India's fastest-growing digital media companies with some of the biggest digital content creators owned by us. While everybody is busy thinking out of the box, we at Tamada Media, tossed the box out. We believe in boundless innovation and encourage young talent to realize their true potential. We are partnered with some of India's leading OTT players and satellite television channels to give them digital-first content. We are also one of the enterprise partners for YouTube with over 1 billion monthly views and one of the top entertainment partners with Facebook. With our existing partnerships with some of the leading production houses down south, we can also bring in their production capabilities coupled with our execution prowess to make the best content out there.

Job Responsibilities:

- Conceptualize and develop original ideas for video content, including sketches and podcasts, that resonate with our target audience.
- Collaborate with the content team to brainstorm and pitch creative concepts, ensuring alignment with the brand's vision and objectives.
- Ideate the scripts and create storyboards for planned video projects, outlining the sequence of scenes, dialogue, and visual elements.
- Coordinate all aspects of video production, including casting, location scouting, set design, props, costumes, and equipment procurement.
- Direct and oversee filming sessions, guiding actors and crew members to achieve the desired performance and visual style.
- Coordinate with edit team ensuring high-quality post-production and seamless integration of audio, video, and visual effects.
- Enhance videos with graphics, animations, sound effects, and music to enhance viewer engagement and retention.
- Optimize video content for SEO and audience engagement, incorporating relevant keywords, tags, and metadata.
- Stay updated on emerging trends and best practices in video production, YouTube algorithms, and audience preferences, leveraging insights to enhance content performance.
- Collaborate with the marketing team to promote video content across various digital platforms, driving audience growth and engagement.
- Monitor and analyze key performance metrics (e.g., views, watch time, likes, comments) to assess the effectiveness of video content and identify areas for improvement.

- Maintain a consistent publishing schedule and adhere to project timelines, ensuring timely delivery of high-quality content.

Skills Required:

- Bachelor's degree in Mass communication, Film Production, Digital Media, Communications, or a related field (preferred).
- Proven experience (1-3yrs) in video production, with a strong portfolio showcasing original content, particularly sketches and podcasts.
- Excellent storytelling skills, with the ability to develop compelling narratives and engaging characters.
- Strong understanding of YouTube content creation best practices, including SEO, audience targeting, and community engagement.
- Up-to-date knowledge of international content trends, viral phenomena, and emerging formats across various digital platforms.
- Proven ability to quickly adapt to changing trends and audience preferences, incorporating relevant insights into content strategy and execution.
- Creative problem-solving abilities and a keen eye for detail, with a passion for pushing creative boundaries and exploring innovative ideas.
- Effective communication and collaboration skills, with the ability to work independently as well as part of a team.
- Flexibility to adapt to changing priorities and project requirements in a fast-paced environment.
- Knowledge of copyright laws, licensing agreements, and intellectual property rights related to video content production.

Additional good to have skills : Knowledge in video editing (e.g., Adobe Premiere Pro, Final Cut Pro) and graphic design tools (e.g., Adobe Photoshop, After Effects).