

SYNERGY SANSTHAN

Job Description- Graphic Designer & Video Editor

Position: Graphic Designer & Video Editor (1)

Location- Bhopal, Madhya Pradesh

About Synergy Sansthan:

Established in 2006, Synergy Sansthan is a youth-centric nonprofit organization rooted in the belief that Young People are not just beneficiaries but changemakers. Born out of the vision and commitment of a few passionate youth leaders from rural India, the organization has grown into a powerful movement advocating for a youth-led, gender-just and participatory development paradigm. From its humble beginnings, Synergy Sansthan has evolved into a promising force in youth empowerment in Madhya Pradesh, currently operating directly across 11 districts and extending its reach to 21 districts through strategic partnerships and collaborative networks. Over the past 19 years, the organization has touched the lives of over 3 lakh adolescents and youth from marginalized tribal, rural and semi urban communities—nurturing leadership, strengthening agency and catalyzing grassroots change. At the heart of Synergy's work is the empowerment of adolescents and young people, especially those from Scheduled Tribes, Scheduled Castes, religious minorities and people with different gender identities. Flagship initiatives such as HumRahi, Udaan Fellowship and Yuvalaya -Youth Resource Centre have consistently demonstrated that when rural and tribal youth are given the right platforms, they emerge as resilient leaders, social entrepreneurs and advocates for justice within their communities. One of SYNERGY's most transformative contributions has been the incubation and mentoring of early-stage youth-led organizations, many of which now anchor impactful development efforts in some of the most underserved geographies of Madhya Pradesh. Driven by the conviction that systemic change cannot be achieved through project-based interventions alone, Synergy Sansthan has increasingly focused on building institutions, ecosystems and inclusive narratives. The organization works to create safe, enabling spaces where young people can organize, learn, express and lead, thereby gaining not just skills but the confidence to challenge structural inequities and break intergenerational cycles of marginalization. As part of its current strategic focus, Synergy is scaling proven models, promoting social innovation and entrepreneurship among youth and deepening cross-sectoral collaborations. The organization is also investing in policy dialogue, institutional partnerships and youth-led research to amplify grassroots voices in state and national platforms. Today, the organization is striving for youth-driven transformation in central India, building capacities, courage and conviction among a new generation of socially conscious leaders. Synergy Sansthan aims to co-create a resilient, gender-just, youth-centered development ecosystem—one that is recognized, resourced and respected at all levels.

Position Overview:

At Synergy Sansthan, we are dedicated to amplifying the voices of young people and ensuring their active participation in shaping a sustainable and resilient future. We are looking for a creative **Graphic Designer & Video Editor** who enjoys combining design, storytelling and technology to create meaningful communication. The role goes beyond designing social media posts. You will work closely with programme teams, field staff, and the communications team to document real stories from the ground and transform them into engaging digital content for multiple platforms. This position offers an excellent opportunity to build expertise across graphic design, branding, photography, videography, motion graphics, digital storytelling, and nonprofit communications.

Key Responsibilities

□ Graphic Design

- Design engaging social media creatives for LinkedIn, Instagram, Facebook and other digital platforms.
- Create banners, brochures, posters, reports, infographics, presentations, standees and event branding materials.
- Develop visual assets for campaigns, fundraising initiatives, advocacy efforts and organizational events.
- Design illustrations, icons, diagrams and infographics that simplify complex information.

□ **Video Editing & Motion Graphics**

- Edit short-form videos for Instagram Reels, Facebook, YouTube Shorts and other digital platforms.
- Produce documentary-style programme videos highlighting community impact.
- Create promotional videos for campaigns, events and organizational initiatives.
- Develop simple motion graphics and animated explainers using After Effects or similar tools.

□ **Photography & Field Documentation**

- Travel occasionally to programme locations for photography and videography.
- Capture high-quality photographs of communities, workshops, events and field activities.
- Document interviews, testimonials and success stories.

□ **Creative Storytelling**

- Work with programme teams to understand project objectives and identify compelling stories.
- Translate programme activities into engaging visual narratives.
- Participate in brainstorming sessions for campaigns and content calendars.

□ **Digital Content Support**

- Design assets for email newsletters, blogs and websites.
- Prepare creatives for reports, proposals and donor presentations.
- Resize and optimize content across multiple digital channels

We are looking for a person, with:

- ✓ Any Graduate with a professional certification of six months or more certification in graphic design or similar.
- ✓ 2–4 years of professional experience in graphic design, basic web design and video editing.
- ✓ Strong understanding of visual communication, typography, colour theory and layout design.
- ✓ Proficiency in Canva, Adobe Photoshop, Illustrator, Premiere Pro and After Effects or equivalent creative tools.
- ✓ Basic understanding of Figma or similar design tools will be an advantage.
- ✓ Familiarity with social media content formats, trends and platform-specific requirements.
- ✓ Knowledge of photography and basic videography techniques.
- ✓ Good sense of humor and empathy for social cause.
- ✓ Strong attention to detail and commitment to producing high-quality work.
- ✓ Good communication and collaboration skills.

Mandatory: Please complete the Application Form Diversity Detail Format and upload your latest resume/CV

Salary- The annual salary for this position ranges from INR 2.40 LPA to INR 3.00 LPA (Negotiable) based on qualifications and experience. Benefits include Provident Fund (PF), insurance, and paid leaves. We offer an enriching learning environment and the opportunity to work with a team of dedicated and passionate professionals who share a common vision. We aim to be an equal opportunity employer. We welcome all applications irrespective of age, race, colour, gender, disability, sexual orientation, religion, belief or creed. People of all gender identities, including LGBTQ+, are encouraged to apply.

For Apply - apply@synergysansthan.com

Last Date -14-08-2026