



Genelec is the global leader in the design and manufacturing of loudspeakers for both professional and home applications. Founded in Finland in 1978, our customers include the world's finest recording studios, broadcasters and public spaces, complemented by a rapidly growing community of customers creating and enjoying music at home. We are a company driven by purpose, innovation and passion, with high ethical standards and a total commitment to quality and sustainability.

We are now looking to strengthen our team with the addition of a **Digital Content Creator in India**, who will form a key part of our highly focused marketing team. This is a unique opportunity to bring your skill and creativity to one of the world's most highly respected audio companies.

As Digital Content Creator you will be responsible for the creation of video, multimedia and photographic content for use across all our digital channels and customer segments. This will include 'hub' and 'help' level videos focussing on both our products and our end users, artist performance videos, livestreams, animations, pre-recorded webinars, podcasts and high quality photography, to name just a few examples. All of these materials will need to adhere closely to our brand guidelines so as to ensure total consistency of style and tone of voice.

You'll need to be a highly collaborative team player, since you'll be working very closely with our social media, marketing communications, sales and technology teams, and occasionally liaising with external design agencies too on major campaigns. You'll need to be able to work systematically, to a very high standard and occasionally to very tight deadlines. You'll also be striving to understand our customers' needs, behaviours and emotions in order to produce materials that truly resonate with our audience.

In return, we'll offer you a meaningful and satisfying job in an international, dynamic, and inspiring working environment. Your colleagues will be passionate, professional and performance-oriented, and in this position, you'll have an excellent opportunity to develop your professional skills.

Qualifications required include:

- A degree or equivalent in a relevant digital marketing discipline.
- 3+ years of experience in a professional and/or in-house creative studio.
- Proficiency in the editing of images, video and audio – and experience with software tools including Photoshop, Premiere/Final Cut, After Effects and Audition.
- Proficiency in livestream software tools such as OBS or equivalent.
- A solid portfolio demonstrating a very high standard of creative work and execution.
- Experience in maintaining a consistent brand identity with visual excellence, across all channels and touchpoints.
- An understanding of the worldwide most relevant social media channels and the types of motion content needed to reach specific audiences.
- Strong visual skills, including an eye for good lighting, shot composition, and use of colour.
- Extensive knowledge and management of the post-production process: digital capture, editing, colour, retouching and archiving.
- The ability to work systematically to a very high standard, both individually and as a member of a team.
- Fluency in English, written and spoken. Other language skills an advantage.
- Knowledge and experience of music production would be beneficial.

Location: Mumbai, India.

Please send your application with CV and salary expectations by 15<sup>th</sup> Nov 2023 to Paula Ruotsalainen [paula.ruotsalainen@genelec.com](mailto:paula.ruotsalainen@genelec.com) Please use **Digital Content Creator** as the mail subject. Please note that we will review all the applications anonymously, so please write your contact information only in your message but not in your application or CV!

If you require further information about this role, or the work involved, please contact [arun.kumar@genelec.com](mailto:arun.kumar@genelec.com)