



Position: Digital Design & Marketing Associate

Kaieo Healthcare:

Kaieo Healthcare is India's First market accelerator for medical devices and diagnostics. Kaieo works as a modern market accelerator for medical device startups and companies that want to expand their business in India. The potential of the Indian market is huge, but its challenges are also very unique. We help our potential partners strategize their beachhead market and region within India, and also enter into a commercial partnership with them. Kaieo is driven by commercializing global and local health innovations that push the standard of healthcare in India.

Work Culture:

Kaieo's team is composed of motivated young individuals and experienced entrepreneurs who are passionate about raising the standard of healthcare in India through a myriad of activities. We work in lean teams combined with a commercial network that we have established over 20 years. Thus, the core team is structured like a startup (if selected you will be a part of this team) where you are given ownership of your tasks, and your contribution actually pushes what we achieve as a company. If you are a fresher, that's great. If you have experience, that's great as well. But if you don't know something, we will always expect you to learn and improve. We firmly believe that once you are part of Kaieo, you are always a part of Kaieo.

Position summary:

We are looking for a part-time employee (25-30 hours/ week) who prefers to channelize her/his creativity and energy into building and growing a funded startup. We are looking for dedicated, creative and out-of-the-box thinkers who can create content and market them online in the most creative and fun manner. This will include photos, videos, post and short form assets to be optimized across multiple platforms. This will require daily interaction with our internal teams such as Sales, Operations, and our external clients to ensure consistent and smooth delivery of all advertising campaigns. Your role will also be responsible for maintaining our company's website that is both easy to navigate whilst also clear in information and appearance about the services we offer. Kaieo is looking for a self-starter who can manage their time effectively. The role requires drive and a sense of accountability. Ability to quickly adapt to new professional collaborative environments, deal with ambiguity, take initiative, and achieve results will lead to a fulfilling job opportunity with us.

Responsibilities:

- Design graphics and improve website interaction with users (through design and NOT coding) for the company's internal and external communications.
- Ensuring photos and graphics are current, and information is consistent with company messaging, goals & communication strategy.
- Performing quality checks on the website to ensure they meet design & technical requirements.
- Creating images and video layouts by hand or using design software.
- Develop engaging marketing creatives in various formats for digital campaigns, mailers, sequential ads and images.
- Responsible for creating social media posts, stories, and creatives.
- Poster design for workshops, pamphlet and banner designing for social media sites such as Facebook, Instagram etc.

- Create innovative eye-catching short-form videos with the addition of graphics, gifs, and clips adding special effects and music for ads and social media. Modifying and enhancing images using relevant software, where necessary.
- Participating in creating effective brand collaterals.
- Engaging in product promotions, creating videos & brochures for respective end-users.
- Delivering high volume of creative designs within stipulated deadlines.
- Use high- quality brand etiquette to ensure the right message is delivered through the right channels.
- Work closely with the marketing team to ensure coherent delivery of activities aligned to strategic objectives.

Job requirements:

- Excellent graphic design skills with a strong portfolio of work that showcases creativity, conceptualization skills, graphic design skills, solid foundation of design principles designs for mobile and desktop
- Strong, clean visual design sense with a Creative flair, versatility, conceptual/visual ability and originality
- Strong interaction, communication and presentation skills.
- Good practical experience with industry leading software and technologies, such as In Design, Illustrator, Adobe premier, Photoshop and so on
- Strong editing skills balanced by an eye for design.
- Maintain technical knowledge & staying up-to-date with emerging trends
- Good writing skills.
- Strong analytical and problem-solving skills and attention to detail.
- Results-oriented and creative collaborator.
- Excited about working in an environment that requires constant adaptability and thinking on your feet/ intellectually curious/ etc.
- Available for 25-30 hours (3 fixed days) per week.

Preferred Qualifications:

- This area of work is open to all under- graduates and graduates; however the following subjects may be particularly useful: graphic design, photo editing, animation arts, multimedia and manipulation, digital content creation & content management, proficiency in Adobe photoshop.

Benefits:

- Mentoring and training opportunities with experienced and accomplished business professionals.
- Confidence working in a professional environment.
- Understand how startup entrepreneurs validate their problem and propose a solution, and use that information to pivot or proceed.
- Learn about design thinking and how to implement it.
- Flexible work hours.
- Certificate and letter of recommendation (based on the merit of work done with the company).

Applying:

- Please apply by submitting your design portfolio or website link (in the cover letter section) and your resume to connect@kaieohealthcare.com
- The Subject of the email should be: Applying for Digital Design & Marketing Associate_Your Name.
- If you don't hear back from us within 10 days of applying, please contact connect@kaieohealthcare.com
- Successful applicants will have to complete an assessment to proceed to the final interview.