



Social Media Designer

Contact	Create@kaipanee.com
Location	Bangalore

About Kaipanee

Kaipanee stands for 'hand made' in south Indian languages. Kaipanee was launched in 2020, by Creative Surface and is located in Bangalore. The ethos of the brand is an ode to Indian craftsmanship, where not so long ago technology and skill were intertwined to create beautiful sophisticated products sought after world over. Over the years, the skill remained however the technology was not upgraded. Our effort is to change this. We focus on high-skill hand-made surfaces but are laced with the best-in-class technology. We are a material design studio controlling the entire value chain from manufacturing to end customer installation. This results in beautiful long lasting surfaces.

Overview

As a Social Media Designer at kaipaneē, you will play a pivotal role in managing our online presence, crafting compelling visual content, and strategizing to enhance our brand visibility. We are seeking a creative individual with a background in architecture to understand the materials we work with who in turn can effectively showcase our works and processes across various online platforms through innovative marketing strategies.

What You'll Do:

- Create visually stunning and compelling content, including graphics, videos, animations, and other multimedia assets, to showcase our works and processes in a captivating manner.
- Collection and management of project based media data that will be used for all these platforms.
- Manage our presence on social media platforms like Instagram, facebook, Linkedin, Youtube, Pinterest and Mails, ensuring consistent and engaging content that aligns with our brand identity and resonates with our target audience.
- Translate ideas and concepts about the brand and products in a clear language onto our social media platforms and maintain a strong brand voice.
- Collect, understand and infer data from these social media platforms to help strategize communications and the brand.
- Collaborate with the marketing team to integrate visual communication initiatives into overall marketing campaigns and initiatives..



What We're Looking For:

- Experience in visual communication, marketing, and social media management, with a strong portfolio showcasing your creative work.
- Proficiency in graphic design tools and software, video editing software, and other multimedia tools. - (Adobe Photoshop, Adobe Illustrator, adobe premiere pro or Da vinci, Adobe Indesign)
- Understanding of social media platforms and digital marketing strategies, with the ability to craft engaging content and drive audience engagement.
- Strong analytical skills, with the ability to interpret data and insights to drive strategic decisions.
- Ability to identify and understand new trends and strategies content accordingly.
- Excellent communication and collaboration skills, along with fluid expression of ideas through physical mediums.
- Creative thinking and innovative mindset, with a passion for experimenting with new ideas and formats.



Project Manager

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Overview

We are seeking a proactive and dynamic Project Manager to join our team. This role involves coordinating with clients, managing project execution, and working closely with site engineers and internal teams to ensure the successful delivery of various projects.

What You'll Do:

- Serve as the primary point of contact for clients, ensuring clear and effective communication throughout the project lifecycle.
- Utilise strong communication and interpersonal skills to build and maintain positive relationships with clients and team members.
- Monitor project progress, identify potential issues, and implement solutions to keep projects on track.
- Collaborate with internal teams, including design, engineering, and procurement, to ensure all aspects of the project are aligned and executed efficiently.
- Facilitate regular team meetings to review progress, address challenges, and ensure seamless communication across departments.
- Assign tasks and responsibilities to team members, ensuring clarity and accountability.
- Adapt to changing project requirements and adjust plans as necessary.
- Develop comprehensive project plans outlining timelines, resources, and milestones.



What We're Looking For:

- Experience in civil construction management
- Exhibit a high sense of responsibility and the ability to handle work under pressure.
- Strong understanding of project management principles and methodologies.
- Technical understanding relevant to the industry and the ability to coordinate with site engineers.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Project).
- Excellent organisational and time-management skills.
- Strong problem-solving abilities and attention to detail.
- Exceptional communication and leadership skills.
- Ability to work effectively under pressure and manage multiple projects simultaneously.