

Video Producer (Social Media & Digital Content)

Location: Lajpat Nagar, New Delhi

Type: Full-time (requires travel for shoots)

Role Overview

We are looking for a dynamic Video Producer with a strong understanding of social media and digital-first content. This role requires a mix of creative vision, production management skills, and client-facing ability. You will be responsible for overseeing shoots end-to-end, coordinating with clients, managing vendors/crew, ensuring timely delivery of high-quality digital content, and publishing/optimizing it for social platforms.

Key Responsibilities

- Plan, manage, and execute video shoots (pre-production to post-production).
- Collaborate with creative teams to develop content tailored for YouTube, Instagram, and other digital platforms.
- Coordinate with clients, ensuring requirements are understood and delivered.
- Manage production vendors, freelancers, crew, and resources effectively.
- Oversee shoot logistics including equipment, location permissions, and scheduling.
- Ensure adherence to project timelines and budgets.
- Publish content across YouTube, Instagram, and other digital platforms, ensuring correct metadata, thumbnails, captions, and timing.
- Optimize video content for reach, engagement, and performance on social platforms.
- Stay updated with the latest social media content trends and integrate them into production.
- Handle travel for shoots across Delhi-NCR and other locations as needed.

Requirements

- 2-5 years of experience in video production, preferably for social media/digital platforms.
- Strong understanding of digital storytelling and platform-specific content formats.
- Hands-on experience with shoot planning, crew management, and client coordination.
- Basic technical knowledge of cameras, lighting, and sound equipment.
- Experience with social media publishing tools, analytics, and optimization best practices.
- Ability to work under tight deadlines and manage multiple projects.
- Excellent communication and interpersonal skills.
- Flexibility to travel for shoots.



Preferred Skills

- Experience with editing software (Adobe Premiere Pro, After Effects) is a plus.
- Creative mindset with the ability to suggest innovative formats.
- Prior agency or production house experience.

What We Offer

- Opportunity to work on high-impact projects with leading brands.
- A dynamic, creative, and collaborative work environment.
- Growth opportunities within a fast-scaling digital agency.

About MLabs Digital

MLabs Digital Private Limited is a New Delhi-based marketing and content agency specializing in video production, content-led growth, and digital campaigns. We produce hundreds of videos every month for leading brands, driving millions of impressions across YouTube, Instagram, and other digital platforms.

