Social Media Video Editor: Cecos College London – Lahore Office Pakistan

Location: Lahore Pakistan with Remote support to Cecos College London Marketing Team
Department: Marketing / Social Media
Reports to: Social Media Manager
Work Days: Monday to Friday (Onsite)
Timings:
Summer: 1:00 PM to 9:30 PM
Winters: 2:00 PM to 10:30 PM

About the Role

Are you passionate about creating engaging videos that inspire, educate and connect with audiences?

We are looking for a creative Social Media and Digital Content Editor with a strong understanding of social media content who can produce compelling visual content for student recruitment, marketing campaigns, employer engagement, academic events and internal communications.

You will play a key role in showcasing student success stories, campus life, graduation ceremonies, employer partnerships, staff achievements and educational content that reflects the values and culture of CECOS College London.

Key Responsibilities:

- Edit high-quality videos for social media platforms including TikTok, Instagram, Facebook, LinkedIn, YouTube and other digital channels and campaigns.
- Produce promotional videos for student recruitment campaigns, open days, graduation ceremonies, employer events and college activities.
- Create engaging short-form and long-form video content, podcast optimized for each platform.
- Develop motion graphics, animations, subtitles and branded visual elements to enhance video quality.
- Edit interviews with students, staff, alumni and employers.
- Produce educational content, course highlights and promotional reels showcasing college programmes.
- Collaborate closely with the Marketing, Admissions, Academic and HR teams to develop creative campaigns.
- Ensure all video content aligns with the CECOS College London brand guidelines.
- Manage video assets, footage libraries and digital content efficiently.

- Optimise videos for audience engagement, accessibility and platform performance.
- Stay informed about emerging social media trends, editing techniques and AI-powered creative tools.
- Support events by editing and producing highlight videos where required.

Qualifications & Experience

Essential

- A degree in Motion Graphics, Animation, Graphic Design, Digital Media, Film Studies or a related subject or experience.
- Proven experience in video editing for social media and digital marketing.
- Photography and videography skills.
- Strong portfolio demonstrating creative storytelling and engaging video production.
- Excellent knowledge of CapCut or any other editing software.
- Experience editing for TikTok, Instagram Reels, YouTube Shorts and Longs, Facebook and LinkedIn.
- Understanding of social media audience engagement and digital content trends.
- Ability to create captions, subtitles and graphics suitable for social media.
- Excellent organisational skills and ability to manage multiple projects simultaneously, and deliver them on time.
- Strong communication and teamwork skills.
- Creative mindset with exceptional attention to detail.

Desirable

- Experience within Education or the training sector.
- Drone filming.
- Knowledge of AI creative tools for video editing, image generation and workflow automation.
- Knowledge and experience with Canva.

Skills & Competencies

- Creative storytelling
- Video production and editing

- Photography
- Podcast
- Motion graphics
- Social media content creation
- Time management
- Project management
- Brand awareness
- Digital marketing
- Visual communication
- Attention to detail
- Innovation and creativity
- Collaboration

Note: This is not an exhaustive list of responsibilities. The post holder will be expected to undertake any other duties appropriate to the role and the evolving needs of the College.

Equal Opportunity Statement:

CECOS Group is committed to fostering a diverse and inclusive environment and is proud to be an equal opportunity employer. We welcome applications from individuals of all backgrounds and experiences.