
JOB DESCRIPTION

Position Title	Lead – Video and Animation
Job Responsibility Level	Middle Level Management
Sector	Sports
Department	Marketing
Grade	L12
Location	New Delhi

1. JOB PURPOSE

We are seeking a highly skilled and creative individual to lead the Video and Animation function within our marketing team, for our IPL/WPL franchise. This role involves conceptualizing, producing, and delivering high-quality video and animated content that captures the spirit of the team, engages fans, and amplifies the brand's reach across digital platforms.

2. ORGANISATIONAL CHART



3. KEY ACCOUNTABILITIES

- Lead the end-to-end video and animation strategy for Delhi Capitals across IPL, WPL, and off-season content.
- Own creative direction and execution of all video formats including short-form videos, long-form films, motion graphics, animations, and matchday content.
- Lead on-ground video content creation during tournaments (IPL & WPL), including match coverage, behind-the-scenes storytelling, player features, and social-first videos.
- Collaborate closely with Social Media, Design, Content, PR, and Partnerships teams to deliver integrated campaigns and branded content.
- Oversee external production houses, freelancers, editors, and animators to ensure quality, timelines, and brand consistency.
- Ensure Delhi Capitals' visual identity and storytelling standards are maintained across all video outputs.
- Conceptualise and execute marquee franchise films, season launch videos, player announcements, and special IPs.
- Work with analytics and social teams to evaluate video performance and refine content strategy based on insights.
- Coordinate with Marketing, Legal, Finance, and Cricket Operations teams for approvals, logistics, and execution.
- Stay updated with global trends in sports video content, animation styles, and platform-led storytelling.
- Any other responsibilities assigned by DC management.

4. SKILLS AND EXPERIENCE

- Strong understanding of video storytelling, animation, and motion design within sports and entertainment.
- Knowhow of generative AI tools and platforms, and how to incorporate them seamlessly within video storytelling
- Proven experience in creating video content for social media, digital platforms, and large-scale campaigns.
- Hands-on experience with on-ground production in live, high-pressure environments (matchdays, shoots, travel).
- Solid understanding of platform-specific video formats (Instagram, YouTube, X, Shorts, Reels, etc.).
- Ability to manage multiple stakeholders including internal teams, agencies, and production partners.
- Strong creative instincts combined with execution discipline and attention to detail.
- Comfortable working in fast-paced, deadline-driven environments, especially during tournaments.
- Deep understanding of cricket and best practices in sports video content
- Bonus: Understanding IPL/WPL ecosystem, and Delhi Capitals' fan culture.

5. EDUCATION AND PROFESSIONAL EXPERIENCE

- Educational Background: Graduate or Postgraduate degree in Media, Film, Design, Animation, Communication, or a related discipline.
- Professional Experience: 6–10 years of experience in video production, animation, or content creation, preferably within sports, entertainment, or digital media.