Job Announcements for VisioNxt Project

NIFT invites applications for the following positions on short term contract basis as per the details given below for the VisioNxt project, funded under R&D scheme of Ministry of Textiles, Government of India. VisioNxt pursues its disruptive new vision to create first fashion trend insight and forecasting lab for India at NIFT. The objective of the project is to create an indigenous forecasting system to fill the need gap of Indian fashion and retail industry retaining India's unique plurality.

NIFT "VisioNxt" Insights and Creative team is looking for various positions for their project. The team aims to bring a team of passionate professionals invested towards a common dream of creating a new dawn for documenting trends from India. Interested individuals with accomplished and imaginative communication skills possessing educational qualifications and experience as given below with a disposition to work effectively in short timelines may apply. The details of the positions, salary, duration, location and the no. of the vacancy are mentioned in the following table.

S.No.	Positions	Consolidated Monthly Salary	Duration of appointment	Vacancy Location	Nos. of Vacancy
1	**Graphic Designer**	Rs. 45,000/-	3-15 months	New Delhi	01
2	**Artificial Intelligence (AI) Engineer**	Rs. 80,000/-	3-15 months	Chennai	01
3	**Social Media Manager**	Rs. 60,000/-	3-15 months	New Delhi	01
4	**Content Writer**	Rs. 45,000/-	3-15 month	New Delhi	01
5	**Insights Lead-Data Analytics**	Rs. 1,20,000/-	3-15 Months	Chennai	01
6	**Trendspotting Coordinator**	Rs. 45,000/-	3-15 Months	Chennai	01

The Eligibility Conditions and Job Responsibilities for the various posts are given below.

Eligibility Conditions and Job Responsibilities

S.No.	Post	Essential Qualifications	Experience	Job Responsibilities
1	**Social Media Manager**	Bachelor's degree in Business Administration, Marketing, Advertising, Public Relations or related field. Bachelor's	• **1-2 years** Social Media management experience • Professional certification in Google Analytics or Google Ads is preferred • Strong understanding of marketing strategy • Excellent knowledge of Facebook, Instagram, Twitter, Pinterest, YouTube, Google+ and other social	• Develop, implement and manage social media strategies • Create actionable plans to both grow and maintain followers through popular social media platforms such as Facebook, Instagram,

#	Position	Qualification	Skills / Experience	Responsibilities
		degree in Communication including Fashion Communication, Business Administration, Marketing, Advertising, Public Relations or related field (in any of the fields including from NIFT/ NID)	media best practices • Relevant experience determining a target audience and how to cater unique marketing campaigns to capture attention • Knowledge of SEO and web traffic metrics • Understanding of website development, marketing, measurement and analytics, content fulfilment management and digital marketing • Exemplary communication skills, both written and verbal • Proficient knowledge and ability to use computers on both Windows and Mac platforms Exceptional organization skills to prioritize, manage, and implement a variety of competing initiatives, on a concurrent or staggered basis	Twitter, Pinterest and YouTube • Create and maintain content that is informative, trendy and appealing • Monitor SEO and user engagement and suggest content optimization • Manage Power Listings+ by uploading new clients, checking for duplicate listings and reporting automation • Ensure progress on all platforms by using analytical tools such as Google Analytics • Analyze and provide detailed reporting to VisioNxt PI • Communicate with industry professionals and influencers via social media to create a strong network • Collaborating with VisioNxt Team members on analysis and requirements. • Open to learn and take challenging tasks The prospective candidate should be able to collaborate with VisioNxt Research team to formulate relevant social media presence and build brand equity for VisoNxt.
2	**Graphic Designer**	Bachelor's degree in Fashion Communication or any visual communication.	• **0 to 1 year** of experience in fashion industry • Strong understanding of graphics and their application in strengthening communication • The candidates must possess strong skills in Photoshop, Illustrator, Corel Draw or illustrator, InDesign, Adobe XD, Adobe after effects, 2D and 3D animation • Excellent presentation and layout skills	1. Design creatives for Trend books, reports, marketing and media promotions 2. Ability to understand and interpret design briefs, determine requirements and conceptualize visuals 3. Ability to envision and implement content with a right balance of text & visuals

			- Exemplary communication skills, both visual and textual - Proficient knowledge and ability to use computers on both Windows and Mac platforms - Exceptional organization skills to prioritize, manage, and implement a variety of competing initiatives, on a concurrent or staggered basis.	4. Ability to design logos, develop illustrations and infographics, presentations and other creative content using software 5. Design infographics 6. Create logos, promotional displays, packaging, motion graphics video presentation and marketing brochures 7. Providing new ideas and concepts to the creative team by being an active part of it and developing storyboarding and an interactive design for the same with an understanding of all the latest trends. The prospective candidate should be able to collaborate with VisioNxt Research team to formulate relevant graphic for all their creative requirements across various activities under the project.
3	**Content Writer**	Bachelor's degree in creative writing, journalism, English, or a related field in fashion	- Candidates interested in content writing, copywriter or similar roles. **May have 1-2 years of experience** - Excellent verbal and written communication skills - Excellent grasp of the English language - Creative and innovative thinker and planner - Ensure All-round Consistency(style, fonts, images and tone) - Familiarity with Web Publication - Confident in producing work across multiple platforms - Update Website Content as needed - Conduct Simple Keyword Research and Use SEO Guidelines to Increase Web Traffic - Able to align multiple brand strategies and ideas for VisioNxt	1. Research ideas and facts pertinent to the type of content/topic assigned 2. Develop ideas derived from online/offline research and organize the same on paper or computer applications 3. Write fresh content based on research and brainstorming by following the instructions provided for each type of task 4. Develop engaging content for articles, blogs, stories and social media to entice and engage audience

			- Assists team members when needed to accomplish team goals - Able to multitask, prioritise, and manage time efficiently - Self-motivated and self-directed - Ability to work independently or as an active member of a team - Proficient computer skills, including Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel) and Google Docs - Good interpersonal skills and communication with all levels of management. - Able to work in a fast-paced environment - Strict adherence to NIFT's policies and style - The ideal candidate will have a positive attitude and be a problem-solver	5. Proofread content for errors or additions and ensure that the content is written per instructions 6. Ensure that web page content is edited properly to increase on-screen readability 7. Think up titles for each piece of content keeping appropriateness in check 8. Ensure that content contains sufficient keywords for search engine optimization 9. Manage user-generated content on social media sites 10. Contribute to VisioNxt social media presence 11. Rewrite, paraphrase or write content from scratch depending on specific instructions provided 12. Textualising new ideas and concepts for the VisioNxt team by being an active part of it and developing storyboarding and with an understanding of all the latest trends. The prospective candidate should be able to collaborate with VisioNxt Research team to formulate relevant content for all their creative requirements across various activities including website under the project.
4	**Artificial Intelligence (AI) Engineer**	Bachelor's Degree in computer science or information	- Expertise in developing and debugging in Python or similar professional programming language. is must. - Must have experience in working	- Research improvements to machine-learning algorithms - Use machine learning

| | | technology. Certification in AI based software proficiency is preferred. Proficiency and certification in coding software / systems such as Python and PyTorch are necessary Certification and knowledge in visual analytics software such as Tablue and PowerBI is preferred. | with Machine Learning and Deep Learning frameworks such as scikit-learn, Tensorflow 2.0,keras, Torch, Caffe etc.
• Knowledge of any software such as Azure Face API , Microsoft Computer Vision API, Rekognition, Cloud Vision API, Azure Custom Vision Service, OpenCV, SimpleCV, Microsoft Video API, IBM Watson Visual Recognition, scikit-image etc. will be preferred.
• 1-3 years of experience across Data Analysis, Data Engineering and Automation.
• Experience in integrating vendor products to a local ecosystem, and relevant infrastructure know how (taking a vendor product from POC to deployment in multiple environments).
• Expertise in sourcing, manipulating large and complex datasets under desired frameworks.
• Strong collaboration and communication skills.
• Results driven individual with high level of curiosity and ability to dive into details without losing sight of the big picture.
• Exceptional organization skills to prioritize, manage, and implement a variety of competing initiatives, on a concurrent or staggered basis. | on a set of data inputs in a software development life cycle
• Test and deploy models
• Data-mining
• Pattern matching & Pattern recognition
• Train machine-learning based software for domain-specific tasks related to computer vision (Image recognition, object detection, emotion detection etc.)
• Suggest the required infrastructure, facilities and resources for developing the most effective visual computing framework
• Development of end to end Artificial Intelligence based product
• Responsible for researching , understanding and evaluating various Artificial Intelligence and the patterns.
• Ensure the best possible performance , quality , and responsiveness of applications.
• Collaborating with VisioNxt Team members on analysis and requirements.
• Proven experience with Agile delivery methodology.
• Open to learn and take challenging tasks

The prospective candidate should be able to collaborate with VisioNxt Research team to formulate relevant data analysis models and systems for image recognition, image |

				classification and visual computing; evaluate machine-learning based CNN model/s; leverage his/her strong analytical background in order to collaborate with various insights partners; interact and manage AI ML based vendors; work in a team responsible for generating information extraction and interpretation utilities and related workflows, strategy and automation initiatives; Communicate final results and give context and document approach and techniques used etc.
5	**Trendspotting Coordinator**	Post graduate or graduate from NIFT with credible knowledge about the dynamics of fashion, fashion terminologies, sociology, trend-spotting, trend report development, trend analysis, social media analysis etc.	1. **Graduate in any fashion programme from NIFT** 2. Any Projects/experience in the field of fashion trend spotting and analysis, fashion journalism, trend board development would help substantiate your candidature 3. Analytical skills and efficiency in analytical software are must 4. Must be proficient with social media and active in various established as well as upcoming social media platforms 5. Knowledge in social media analysis or work experience in the field is desired 6. Good communication skill is must 7. Must be interested in travelling across India as and when necessary 8. Must be ready to create training module, training videos and must be proficient in training the trendspotters across India under the guidance of Director Insights 9. Must have interest in focusing on various aspects	1. The candidate will coordinate with VisioNxt trend-spotting team across India to ensure the constant flow of trend data into VisioNxt's mindsphere 2. On real time basis, will collate the datasets and cluster them into given formats 3. Prepare periodic reports for Insights Lead and Insights Director to track trend movement in the domain of fashion, lifestyle, retail etc. 4. Coordinate with AI analytics team and color analytics team for better

			of reporting like Live Dashboards, new tool knowledge or insights 10. Skills in photography, photo clustering and photo editing are desired 11. Have previous work experience in the field of fashion trend analysis, fashion journalism, trend board development are must 12. Proficiency in presentation and graphic software such as Photoshop, Corel draw, InDesign, Illustrator is desired.	cohesion of insights 5. Deep-mine social media data-sets from various platforms and retail data-sets to form meaningful interpretations 6. Build macro trend-maps from open source data, social media data and real time data sources 7. Collaborate with various agencies to collect desired data sets and insights 8. To study the existing reports (fashion, economics, socio-political, market review etc.) and develop curated directions
6	**Insights Lead – Data Analytics**	Master degree in design research, sociology or similar field with ability to understand large scale data to build insights	1. The candidate must have subjects such as user research, data analysis, trend research in his/ her Masters curricula 2. Should reflect ability to solve complex unstructured problems on a real-time basis with tangible impact in his/ her previous work	1. The candidate will lead a dynamic team of AI engineers, AI analytics and trend researchers who are highly capable in the respective fields. 2. He/ she should work closely with

				experience 3. Should have led a team of AI analytics or have experience of interacting with AI team to develop tangible insights 4. Must possess credible experience of working with AI based companies in previous tenure 5. The candidate must have 5-6 years of work experience in the field of fashion, design, AI analytics, trend research, design research etc.	the AI analytics team to help them build a world class facility to analyse the large quantum of data to draw actionable insights. 3. Design innovative insights dashboards and analyze crucial pieces of information from various sources in order to drive the overall insights strategy and narrative 4. The candidate should also closely work with Color analytics team and Social media analytics team to develop holistic analytics and map visual transition 5. The candidate should be able to direct, lead, coordinate, help building systems with the vendors in the domain of AI,

				UI/UX and web platform development in daily basis.
				6. Should thrive to build a culture of insights-driven experimentation in analytics in the domain of fashion, design and visual computing
				7. Should be able to develop extensive training videos, attend round tables by VisioNxt and help Director insights to present cumulative reports as and when required
				8. Will report to Director Insights and will be stationed at the VisioNxt Insights Lab, Chennai

GENERAL INSTRUCTION

1. NIFT reserves the right to fill or not to fill any/all the positions advertised or postpone the recruitment process of the same at any time without any notice.

2. Maximum age, for applying for the above mentioned position (55 years as on date of advertisement)

3. The candidate should ensure that they fulfil the eligibility (qualification/experience etc.) requirements.

4. Eligible Candidates are advised to fill in the application form by visiting the link given below: https://www.cmsnift.com/pages/app_visioNxt/ap_reg.aspx candidates may email their detailed CVs along with a cover letter addressed to -

Creative Director, VisioNxt- Trend Insight and Forecasting Lab
National Institute of Fashion Technology
NIFT Campus, Hauz Khas New Delhi- 110016
e-mail ID : visionxt@nift.ac.in

5. Scrutiny of the CVs will be done to ascertain the eligibility and suitability of the candidates and only shortlisted candidates will be considered / called for the further selection process/interview.

6. The candidate called for further selection process/interview are required to bring originals of the educational and experience certificate for verification at the time of interview.

7. No fare will be reimbursed for attending the interview.

8. If required, intimation/ information shall be sent to the E-mails of the candidates.

9. **SELECTION WILL BE BASED ON PORTFOLIO ASSESSMENT, PAST PUBLISHED ARTICLES/ PROJECTS, PERFORMANCE OF THE INTERVIEWS AND SUITABLITY OF THE CANDIDATE FOR THE PROJECT.**