

Job Description | Head of Multimedia | India Development Review

Full-time · 12-15 years of experience needed · Remote · Multi-lingual (Hindi and English) ·

ABOUT IDR

With a reach of ~20 million, IDR (India Development Review) is India's first and largest independent media platform for the development community. Founded in 2017, we advance knowledge on social impact in India through ideas, opinion, analysis, and real-world practice.

As audiences increasingly consume information through video, audio, visual, and interactive formats, IDR is investing in a new phase of sharing knowledge. We believe the future of social sector media is not simply about publishing more articles—it is about helping people learn, engage, and act through the formats that work best for them.

The Head of Multimedia will help us make that shift. **This person will sit at the intersection of editorial and digital, helping us build a multimedia practice that is ambitious, audience-centric, and rooted in the same rigour** that defines our text-based pieces.

THE ROLE

This is a leadership role. You will be responsible for **building and leading IDR's multimedia function** across languages.

You will work across editorial, digital, and partnerships teams to determine the shape knowledge should take when it moves beyond text. This includes video, podcasts, photography, illustrations, animations, AI-enabled storytelling, and emerging formats we have not yet explored.

You will help answer questions such as: Which stories should become videos? How should we use podcasts? How do we repurpose our archive of 2,000+ articles? When should we use AI—and when shouldn't we?

You will report to one of IDR's co-founders and work closely with editorial and digital leadership to build systems, workflows, formats, and capabilities that make multimedia storytelling a core part of IDR's future.

Language Fluency	Hindi and English
Formats	Video, Podcasts, Photography, Graphics, Animation, AI-enabled Multimedia
Location*	India based and remote Hybrid for those in Delhi or Mumbai
Contract Type	Full time

WHAT YOU WILL DO

- Develop and lead IDR's multimedia strategy across English and Hindi for original pieces, and other languages (Marathi, Bengali, Gujarati, and Kannada) for translations.
- Build a roadmap for multimedia growth over the next 3–5 years.
- Ensure multimedia products retain the depth, nuance, and credibility of the original reporting.
- Experiment with new storytelling formats that help audiences engage with complex social issues.
- Lead the development and production of video content across long-form and short-form
- Manage external producers, videographers, photographers, editors, designers, and freelancers
- Develop thoughtful approaches to the responsible use of AI within multimedia production.
- Stay abreast of emerging technologies, platforms, and audience behaviours.
- Build a culture of experimentation and learning within the organisation.

WHO YOU ARE

You have spent the last decade or more helping organisations tell stories across formats. You understand not just how to make a good video or podcast, but why one format works better than another, how audiences behave on different platforms, and how multimedia can deepen impact. You have:

- 15 years of experience in multimedia storytelling, digital media, journalism, documentary production, podcasting, or related fields.
- Experience leading multimedia teams, projects, or content verticals.
- Newsroom or journalism experience is a strong advantage but not mandatory.
- Experience working across multiple languages, particularly Hindi and English, is a strong advantage.
- Strong editorial judgement
- Ability to identify platform-specific opportunities while maintaining editorial integrity.
- Familiarity with AI tools and a nuanced understanding of when they should—and should not—be used.
- Strong project management and stakeholder management skills.

HOW TO APPLY

Send your CV and a cover letter with the subject line '**Head of Multimedia — Application**' hiring@idronline.org.

In your cover letter, tell us about either a work achievement you are proud of **or** one where you made a significant mistake in the last year or two – include a little bit about what you did, what you learned, and what you would do differently. Also, tell us about a leadership quality that you have demonstrated in the last couple of years. **Applications without these details in the cover letter will not be considered.**

We are reviewing applications on a rolling basis. We strongly encourage applications from people marginalised by caste, class, gender, disability, sexuality, religion, or geography.

The salary range for this role is: INR 12-15 lakh