let's ENTERPRISE

# Creative & Content Designer

**LET'S ENTERPRISE · PUNE · FULL-TIME, ON-SITE · 2 TO 3 YEARS**

Be a part of a dynamic, entrepreneurial team that is changing the face of undergraduate business education in India. We have built something that works. We are at the point where how well we tell that story decides how fast it grows.

## WHO WE ARE

Let's Enterprise runs **The Working BBA** — India's first three-year business degree where the real work is the curriculum. Students run live projects for real companies and graduate with a body of work instead of a transcript. We are a team of five in Pune, we have run this for years, and it works. You would be the first person here whose entire job is how we look and sound.

## THE ROLE

A family choosing us is making a three-year decision about their child, worth lakhs, over months of deliberation. Almost everything they see before they ever speak to a human — the carousel, the campus film, the deck, the landing page — you will have made. It is a serious brief, and you get an unusual amount of room to run it.

- **Design across verticals.** Social, print, pitch decks, campus collateral, landing pages, event branding, internal material. The range is the job. You will not be making one format for three years.
- **Sharpen a voice that already works.** We have a brand guide and a voice people recognise. Your job is not to invent one. It is to push it further — into formats we have not tried, onto platforms we are not on yet, and into the openings we are currently walking past.
- **AI as a working tool.** Image generation, cleanup, variation, speed. We want to see how you use it in a normal week, and in the first round we will watch you use it live.
- **Being on camera.** Some stories need a face and ours is a small team. You do not need to arrive polished. You need to be willing to start.

## YOUR FIRST 90 DAYS

- A template set — social, deck, collateral — that the rest of us can use without asking you
- One campaign taken from your own idea to published
- One format or platform we have never used, proposed and shipped
- One thing you put yourself on camera for, however rough the first one is

## WHAT WE'RE LOOKING FOR

1. Two to three years doing this work with your own hands, not briefing someone else to do it.
2. **Good written and spoken English.** You will write captions, scripts and on-screen copy, and you will talk to students on camera.
3. **Fluent in Canva and comfortable with AI image generation.** Speed matters here as much as taste.
4. **A portfolio with range** — more than one design vertical, not fifty versions of the same post.
5. **You can work from Pune.**

### NICE TO HAVE

- Editing short-form video for social — trimming, captioning and cutting footage we shoot
- Experience in education, services, or any business where the thing being sold is trust rather than a product in a box
- Photography, motion graphics, or Adobe tools alongside Canva
- Having run a social account end to end, your own or someone else's
- Having worked somewhere small, where the brief was "figure it out"

> The on-camera part is the bit most designers skip past. Don't. It is the difference between making our content and being in it.

### HOW WE WORK

We are small and hands-on, so ownership is real from day one. Your work ships the week you make it — no three-layer approval chain, no agency sitting in the middle, no brief coming back unrecognisable. You will sit with the people deciding what the company does next, and you will be expected to have a view.

We fund your learning. You get paid days for volunteering and for rest, and you pick extra holidays that matter to you rather than the ones on a standard list. Side projects are fine if they don't compete with us.

How you grow here comes down to what you contribute. Not your degree, not your background, not how close you sit to the leadership team. We'll walk you through the full policy when we talk.

### WHAT IT PAYS

We aim to pay above market for the role, and we don't cap what someone can earn while the organisation is growing. This one is **₹3,60,000 to ₹4,80,000 a year**. Where you land in that range comes down to how wide your range actually is and how much you can run without supervision. Appraisals happen in February, increments in April.

### THE PRACTICAL BITS

Full-time and on-site in Bhosalenagar, Pune. Monday to Friday full days, Saturday half day, 10:00 AM to 5:30 PM. You will need your own laptop. We'd like whoever we hire to join within a month of us making an offer. Sooner, if you can manage it.

### THE FIVE THINGS WE ASK OF EACH OTHER

संकल्प **Set intent**, don't do things blindly. हिम्मत **Have courage**, stick your neck out. मस्ती **Be playful**, enjoy the process. विनम्रता **Stay humble**, no one knows it all. करो **Take action**, being wrong beats being stagnant.

> We take our values very lightly. Hospitals are the place for people who are serious.

### HOW TO APPLY

Apply at **apply.letsenterprise.in/apply** with your portfolio.