

# HeF Clothing

## Creative Associate - Photo and Video

HeF Clothing is a premier lifestyle brand offering an expanding line of streetwear and sportswear. We are pioneers in the Pakistan's urban apparel industry and represent a truly unique opportunity to accelerate your career in a fun, dynamic and fast paced environment that fosters expression, creativity and harmony. We are committed to creating a diverse and inclusive work environment where anyone and everyone can feel comfortable.

We are looking for a passionate and dynamic individual to lead the production of our photo and video content with a view to making HeF Clothing a trusted and respected brand as well as the premier destination for streetwear and sportswear fashion in Pakistan. The Creative Associate - Photo and Video will report directly to the CEO.

The Creative Associate - Photo and Video is responsible for producing high quality images and videos for both Apparel on a model as well as still life products for the HeF Clothing website and social media, while remaining in line with internal standards, guidelines and specifications. The individual will play a critical role in maintaining the integrity of the production process which impacts our product placement and sales KPI's directly.

In addition he/she will also be required to:

- Understand all aspects of the photography studio and be responsible, on a daily basis, for photography set ups, producing high quality images and videos, adhering to targets and meeting deadlines.
- Responsible for communicating to the CEO if any equipment or photography consumables need replenishing and taking steps to procure them.
- Ensure smooth running of each shoot as well as ensuring each product is styled to a high standard and within the HeF Clothing Guidelines.
- Build and maintain an internal tracker accurately and in a timely fashion to ensure progress against production schedule is effectively monitored and recorded.
- Build and maintain effective relationships with other members of the team.
- Ensure a consistently high quality of image and video production with a view to minimizing edits and corrections.
- Assume responsibility for constant evolution, innovation and development in skill sets to ensure HeF Clothing visuals are always keeping pace with the evolution of the website.
- Attend daily team meetings to discuss engaging content and brand voice.
- Maintain a strong understanding of the fashion industry and keep abreast of fashion trends as well as developments in photo and video technology.

### Qualifications

- Interpersonal skills; ability to communicate well with colleagues and Models
- Products / Catalogue Photography skills
- Videography skills

- Knowledge in lighting set up
- Photoshop, Premiere and editing skills
- Excel and e-mail correspondence knowledge
- Attention to detail and accuracy
- Adaptability to change
- Ability to deliver to deadlines

All applicants must send across their portfolios including photos and videos.

Location: Karachi, Pakistan with opportunities to work remotely.