

Creative Content Associate/Manager

JOB TYPE : Full Time

NO. OF VACANCIES : 02

Salary : Competitive depending on experience

LOCATION : Bangalore, Karnataka

WHO WE ARE

Noora Health's mission is to improve health outcomes and save lives by empowering family caregivers with the skills they need to care for their loved ones, making them an integral part of healthcare delivery.

Noora turns hospital hallways and waiting rooms into classrooms by tapping into the most compassionate resources available for the patient's care - the patient's own family. By turning these worried family members into skilled caregivers, we make family members an important pathway to healthcare delivery and reduce preventable patient complications. With the support of six state governments in India, the Government of Bangladesh, and large private hospital systems, we have trained over 1.7 million patients and family members across 327 health facilities. In a cohort of patients, our program reduced post-surgical cardiac complications by 71%, maternal complications by 12%, newborn complications by 16%, and newborn readmissions by 54% - 56% .

We were honored to have our work recently highlighted on Stanford Social Impact Review's Uncharted Ground podcast on 'The Healing Force of Family.' Additionally, Noora Health was selected by the World Economic Forum (WEF) as one of India's 'Top 50 COVID-19 Last Mile Responders' (2021), was a winner of WEF's UpLink platform's 'COVID Social Justice Challenge'

(2020), was selected as a 'Best Practice' by India's Ministry of Health at the National Summit on Innovations in Public Health (2019), and was featured in Fast Company's list of top 50 Most Innovative Companies in the World (2016).

Noora has been supported by many large philanthropic foundations including Mulago, Draper Richards Kaplan, Echoing Green, and Jasmine Social Investments, among others.

For more information:

- 1) [2021 Annual Report](#)
- 2) [Noora Health Website](#)
- 3) [COVID-19 Resources](#)

At Noora Health, we value diversity. Diversity includes but is not limited to gender identity, caste, religious practice, sexual orientation, ability, among many others. We encourage people from all backgrounds to apply for positions at Noora Health

JOB DESCRIPTION

We seek a writer who can anchor the creative content writing for our communication materials that will be used in healthcare facility based training sessions and digital channels for families and caregivers.

EXPECTATIONS

- Draft and write creative and insightful content for effective health communications messaging. These messages will be delivered through classroom-like settings (e.g. handouts, flipcharts) or digital channels (e.g. Whatsapp, SMS, IVRS)
- Craft the copy with the audience in mind so the content and collateral is easily understandable and nudges the audience to adopt healthy practices and health seeking behaviors. Our audience are those that access care in public health settings, and may have limited health literacy
- Interact with medical experts to understand the nuances of a medical condition and work on the medical content outline through a creative lens to develop health education content for our tools

- Liaise with the visual and design team to ensure visuals, tone, and other collateral components align with intended messaging
- Work closely with the design, implementation, and research team to incorporate learnings and refine communication products
- Conduct needs-finding and user research around programs from a content perspective to understand areas and contribute to insights to inform the creation of our health education curriculum (COVID-19 permitting)
- Participate in the testing of health messaging/ tools to validate the effectiveness of the material
- Support and guide other colleagues in the creative content writing and development process
- Conduct review and other desk research of existing health communication material for best practices and inspiration

MUST-HAVES

- Experience of at least 5-6 years (for Manager) and 2-3 years (for Associate) in copywriting or creative content writing for people-centric campaigns on public health related issues, rural development, Government schemes or other development thematic areas
- Prior experience of working on communication campaigns for NGOs, Multi/bi-lateral agencies, Development sector, Centre or State Government is essential
- Graduate/Post-Graduate with Degree/ Post Graduate Diploma in Mass Communication, Marketing, Advertising, PR, Journalism, English/Hindi Literature, Public Health, Medicine or any other related field
- Excellent creative writing skills in English/Hindi to draft copy for health communication collaterals
- Proficiency in Hindi and/or any other Indian language i.e. Telugu/Kannada/Punjabi/Marathi/Tamil is essential
- Outstanding communication skills and ability to work seamlessly as part of a diverse team including designers, analysts, and educators from India and overseas
- Close attention to detail while reviewing drafts and finalizing content
- Able to work collaboratively with team members and on your own when needed
- Able to manage feedback streams and iterate communication materials accordingly

HOW TO APPLY

Email the following materials with the subject line **Creative Content Associate/Manager** to people@noorahealth.org

- A one-page cover letter describing your interest in the position and background
 - An updated resume, which includes languages spoken and relevant experiences
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