

# Visual Design Lead

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**JOB TYPE** Full Time

**NO. OF VACANCIES** 01

**LOCATION** India, Bangalore (remote to start)

**EXPECTED JOINING** March 2022

## 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) [2020 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 motivated and creative individual, with a passion for the impact sector, to lead our team of Visual Communication Designers within the Design Team. This role is for a true designer and problem solver, who is ready to collaborate on a multidisciplinary team of designers, public health experts, writers and behavioral researchers to create, produce and oversee medically accurate, culturally sensitive, and engaging content.

## EXPECTATIONS

- Lead, mentor and guide a very passionate and talented Visual Communication team, to deliver to the best of their potential, and work collaboratively in other leads within the Design Team. You are expected to inspire the team by being up-to-date with what's new in the field of design, health, or impact, and continuously bring new things to the table
- Set up design management methods and processes, and work with the larger Programs team to deliver as per planned timelines
- Effectively communicate with disciplines across the organization and be comfortable aligning your talents with theirs to build products and solutions together
- Experience in having worked on multiple softwares, and a willingness to work hands-on in creation of artefacts as needed
- Push creative boundaries, while still being on-brand and aligned to the Impact goals
- Have a genuine empathic curiosity in how to communicate with diverse audiences, particularly those with low literacy and living in rural settings

- Passionate about contributing to the intersection of social impact, visual communication, and human-centered design and always ask: *Who am I designing for?*

## MUST HAVES

- Minimum 7+ years of work experience in the visual communication design/ graphic design, preferably in an agency or start-up environment
  - Minimum 2+ years experience in managing teams and people in this field
  - A background in marketing communications and/or content strategy is a plus
  - Bachelor's degree in visual communication or a related field or equivalent
  - Fluent in one Indian language (two languages is a significant plus), in addition to English
  - Hands-on experience in using design softwares, including InDesign, Photoshop, Illustrator, and After Effects, and a willingness to bring new things to the table
  - High attention to visual details, highly motivated, proactive, and experience working with minimal supervision; and ability to meet deadlines collaboratively
  - Experience working in creative, human-centered culture and cross-cultural design, and excited to use your talents in a Social Impact context
  - Ability to travel to the field
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## HOW TO APPLY

Email the following materials with the subject line **Visual Design Lead** to [people@noorahealth.org](mailto: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
  - Samples of your work [2+ would be nice] and/or portfolio
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