

Visual Design Lead

JOB TYPE: Full-time

LOCATION: Bangalore, Karnataka

TEAM: Brand and Communications

SALARY: Competitive and based on experience

WHO WE ARE

Noora Health's mission is to improve outcomes and strengthen health systems by equipping family caregivers with the skills they need to care for their loved ones. Founded in 2014, Noora Health turns hospital hallways and waiting rooms into classrooms by tapping into the most compassionate resources available for the patient's care: their own family.

With the support of six state governments in India, the Government of Bangladesh, and large private hospital systems, Noora Health has trained more than two million caregivers across 329 facilities. In a cohort of patients, the program reduced post-surgical cardiac complications by 71%, maternal complications by 12%, newborn complications by 16%, and newborn readmissions by 56%.

Noora Health was honored as a TED 2022 Audacious Project Grantee and recipient of the 2022 Skoll Foundation Award for Social Innovation. Featuring Edith Elliott and Shahed Alam, our Co-Founders and Co-CEOs, Noora Health's mission took the spotlight at TED 2022 and was also featured in a 2022 Skoll video.

ABOUT THE ROLE

We seek a motivated, creative, and obsessed-with-the-details designer who has a passion for health-focused work and a heart for social impact to join our Brand and Communications Team.

This role is meant for an experienced designer and curious problem solver. Ideal candidates are motivated to collaborate across both global time zones and multidisciplinary teams composed of designers, public health experts, writers, and researchers to create, produce, and oversee factually accurate, culturally sensitive, and engaging content.

WHAT YOU WILL DO

- Lead design efforts to support Noora Health's global communications strategy and goals, including social media assets, print and digital materials (quarterly and annual reports, one-pagers, etc.), website design, and more.
- Design high-visual impact communications, presentations, flyers, cards for website, social media, email marketing, reports, notable decks, events, and other design requirements for external relations.
- Coordinate design tasks with DTP operator, as well as print and production partners.
- Manage photography projects in coordination with the internal and external photographers.
- Support organization in building and compiling a digital photography database.
- Use our established brand guidelines, images, assets, and overall brand identity to strengthen and grow the organization's brand and credibility.
- Learn new software, if needed, to accomplish projects. Maintain technical and creative knowledge by reviewing and staying up to date with new trends.
- Effectively manage and communicate tight deadlines, multiple projects, and time-sensitive daily requests.
- Effectively communicate with teammates from other disciplines across the organization, both in-person and remotely, and align your talents with theirs to create solutions together.

WHAT WE ARE LOOKING FOR

- Minimum 5-7+ years of work experience in visual communication design/graphic design, preferably in an agency, non-profit, or start-up environment.
- Minimum 4-5 years experience in designing for social media and digital marketing communications expressions; and a keen eye focused on the latest innovations in social media graphic design and digital communication design.
- Bachelor's degree in visual communication or a related field.
- Fluent in one Indian language (two languages is a significant plus), in addition to English.
- Experience with remote work and collaboration with teammates across time zones.
- Hands-on experience in using design softwares, including InDesign, Photoshop, Illustrator, Microsoft Office, Google Suite, and After Effects; willingness to bring new things to the table.
- Some experience with coding, web design, and animation is a significant plus.
- Illustration experience is also valued. Video editing skills are a bonus.
- Experienced in print production and digital design.
- Attention to visual details, highly motivated, proactive, and experience working with minimal supervision; ability to meet deadlines collaboratively.

WHAT WE VALUE

At Noora Health, we value diversity, equity, and inclusion, and we understand the value of developing a team with different perspectives, educational backgrounds, and life experiences. We prioritize diversity within our team, and we welcome candidates from all gender identities, castes, religious practices, sexual orientations, and abilities – among many others. We encourage people from all backgrounds to apply for positions at Noora Health.

HOW TO APPLY

Email the following materials with the subject line **Visual Design Lead** to **people@noorahealth.org**:

- One-page cover letter and updated resume including languages spoken and relevant experiences
- A web link of visual design portfolio