

Behaviour Change Content Writer | Bangladesh

JOB TYPE: Full-time

LOCATION: Dhaka, Bangladesh

TEAM : Program Design and Development

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 support from governments and partners in India, Bangladesh, and Indonesia, Noora Health has trained more than three million caregivers across 400+ facilities using their flagship caregiver education and training curriculum, the Care Companion Program (CCP).

In a cohort of patients, the CCP 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.

WHAT YOU WILL DO

1. 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)
2. Craft the copy with the target users in mind so the content and collateral is easily understandable and **nudges the audience to adopt healthy practices** and promotes positive health seeking behaviors. Our audience are those that access care in government hospitals, and public health settings, and may have limited health literacy
3. 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
4. Liaise with the visual and design team to ensure visuals, tone, and other collateral components align with intended messaging
5. Work closely with the design, implementation, and research team to incorporate learnings and refine communication products
6. 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
7. Participate in the **testing** of health messaging/ tools to validate the effectiveness of the material
8. Support and guide other colleagues in the creative content writing and development process
9. Conduct review and other desk research of existing health communication material for best practices and inspiration

WHAT WE ARE LOOKING FOR

- Experience of at least 4 years in copywriting or behavior change writing for people-centric campaigns on public health related issues, rural development, Government schemes or other development areas
- Prior experience of working on communication campaigns for NGOs, Multi/bi-lateral

- agencies, Development sector, Centre or provincial/district Government is essential
- Graduate/Post-Graduate with Degree/ Post Graduate Diploma in Mass Communication, Marketing, Advertising, PR, Journalism, Public Health, Medicine or any other related field
 - Excellent creative writing skills in Bangla to draft copy for health communication collaterals, and intermediate level proficiency in English
 - Experience working on digital health interventions such as WhatsApp, IVRS, etc
 - Outstanding communication skills and ability to work seamlessly as part of a diverse team including designers, medical experts and trainers
 - Attention to detail while reviewing drafts and finalizing content
 - Ability to manage feedback streams and iterate communication materials accordingly
 - Experience with managing fast-paced projects with tight timelines
 - Strong knowledge of MS Office (Docs, Spreadsheets) and Google suite
 - Willing to live and work in Dhaka and travel to project sites as required within Bangladesh (not more than 5 days/month).

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 **Behaviour Change Content Writer - Bangladesh** to hr.bangladesh@noorahealth.org

- A one-page cover letter describing your interest in the position and background.
- An updated resume, including languages spoken and relevant experiences.
- Samples of your work (2+ preferred) and portfolio.