

Health Communications Lead, 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 the support of seven state governments in India, Government of Bangladesh, and large private hospital systems, Noora Health has trained more than three million caregivers across more than 440 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.

WHAT YOU WILL DO

1. Lead **development of communication content**, in consultation with public health experts, clinicians, and designers. Serve as the go-to resource in the organization for

health communications writing. This can include developing social behavior change strategies or creative briefs.

2. Conduct **needs-finding and user research** around programs from a content perspective to understand enablers and barriers to health behaviors and contribute to insights to inform the creation of our health education curriculum
3. Draft and **write content** with best practices from social behavior change communication practices 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.)
4. Write with the audience in mind so the content and collateral meets the audience where they are at. Our audience are those that access care in public health settings, and may have limited health literacy.
5. Provide **final review** to ensure content considers storytelling, best social behavior change communication practices, and user research.
6. Interact with experts to create, prepare drafts and update the health education content of our health communication tools.
7. Liaise with the **visual and design team** to ensure visuals, tone, and other collateral components align with intended messaging.
8. Work closely with the design, implementation, and research team to incorporate learnings and link insights that can make our programs better
9. Copy-edit for final materials to ensure a high-quality copy.
10. Build and manage the health communications team in the organization, to support all expected program deliverables
11. Participate in strategic planning and project meetings with internal teams and partner organizations, including liaising with the government stakeholders as and when needed

WHAT WE ARE LOOKING FOR

- Experience of at least 6 years in preparing health communication materials to educate communities and public health campaigns OR graduate degree in Health Communication, Journalism or equivalent.
- Training or experience in public health, clinical experience, medicine, or other related health field.

- Excellent document/report writing skills in English to draft initial text and copy for health communications content
- Experience with social behavior change/health communication theory
- Outstanding communication skills and ability to work seamlessly as part of a diverse team including designers, analysts, and educators from India
- 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
- Experience working in digital health interventions/ awareness of digital health policies and standards is an added bonus
- Being multilingual. Proficiency in Bangla and English is a must
- Good knowledge of MS Office and Google Suite
- Experience with managing fast-paced projects with tight timelines
- Comfortable traveling to implementation sites within Bangladesh, as needed

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 **Health Communications Lead - Bangladesh** to hr.bangladesh@noorahealth.org and cc to people@noorahealth.org

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