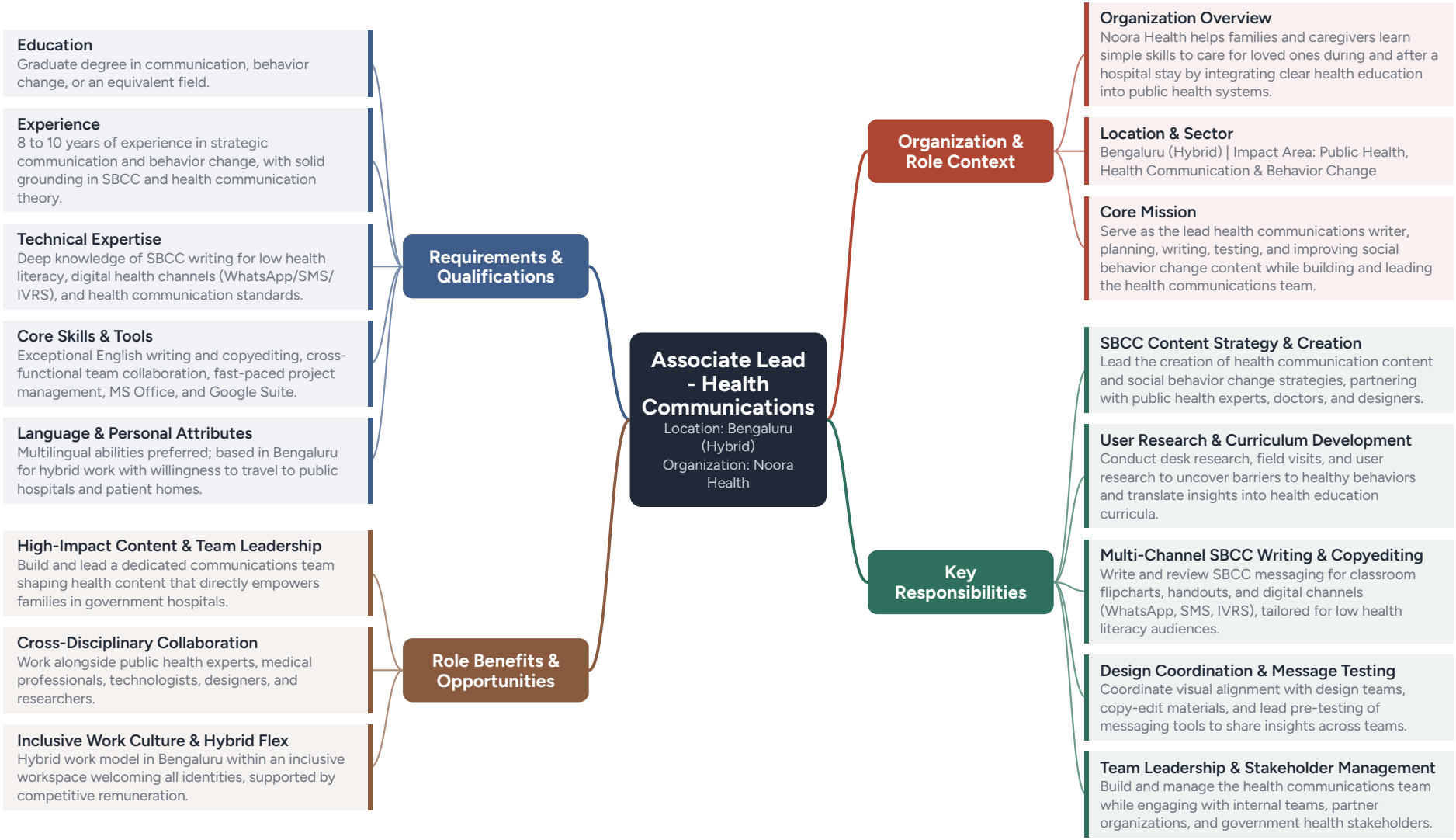
Noora Health

Associate Lead - Health Communications in Bengaluru | Noora Health

Bengaluru, Karnataka · full-time · senior level · Competitive

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Skills this role needs

Health communication writing	Social behaviour change communication	User research and message testing	Copy-editing	Team leadership

Job description

Noora Health

Noora Health helps families and caregivers learn simple skills to care for their loved ones during and after a hospital stay. It works with public health systems so that patients and families get clear, practical health information at the moments that matter most. Its programmes reach people in government hospitals and through digital channels, many of whom have had little chance to learn about health before. This role sits within Noora Health's Health Communications team, which creates the health education content used across its programmes.

Role

As Associate Lead - Health Communications, you will be the person the whole organisation turns to for health communication writing. You will plan, write, test and improve health messages for people who use public health services, working closely with public health experts, doctors, designers and researchers. You will also build and lead the health communications team so that every programme gets content that is clear, kind and easy to act on.

Responsibilities

- Lead the creation of health communication content with public health experts, doctors and designers, including social behaviour change strategies and creative briefs.
- Conduct desk research, field visits and user research to understand what helps or stops healthy behaviours, and turn these insights into the health education curriculum.
- Write health messages using social behaviour change communication (SBCC) best practices, for classroom-style materials like handouts and flipcharts and for digital channels like WhatsApp, SMS (text messages) and IVRS (interactive voice response system).
- Write for people with limited health literacy so the content meets them where they are, and give the final review on storytelling, SBCC practice and user research.
- Coordinate with the design team so visuals, tone and format match the message, and copy-edit final materials to a high standard.
- Plan and lead testing of health messages and tools to check that they work, and share the learnings with the design, implementation and research teams.
- Build and manage the health communications team to deliver what each programme needs.
- Take part in planning and project meetings with internal teams, partner organisations and government stakeholders when needed.

Requirements

- A graduate degree in communication, behaviour change or an equivalent field.
- At least 8-10 years of experience in strategic communication and behaviour change, with a working knowledge of social behaviour change and health communication theory.
- Excellent writing skills in English for drafting health content and reports, with close attention to detail when reviewing and finalising drafts.
- Strong communication skills and the ability to work well with a mixed team of designers, technologists, trainers and medical professionals, and to act on feedback from many people.
- Experience managing fast-paced projects with tight timelines, and good knowledge of MS Office and Google Suite.
- Being multilingual is a plus, as is experience with digital health programmes or knowledge of digital health policies and standards.
- Based in Bengaluru for a hybrid role, and comfortable travelling to government health facilities and to the homes of the people the programmes serve as needed.

Benefits

- Lead a team and shape health content that reaches families in public hospitals.
- Work alongside public health experts, doctors, designers and researchers.
- Hybrid working from Bengaluru.
- An inclusive workplace that welcomes people of all gender identities, castes, religions, sexual orientations and abilities.
- Competitive pay.

Apply

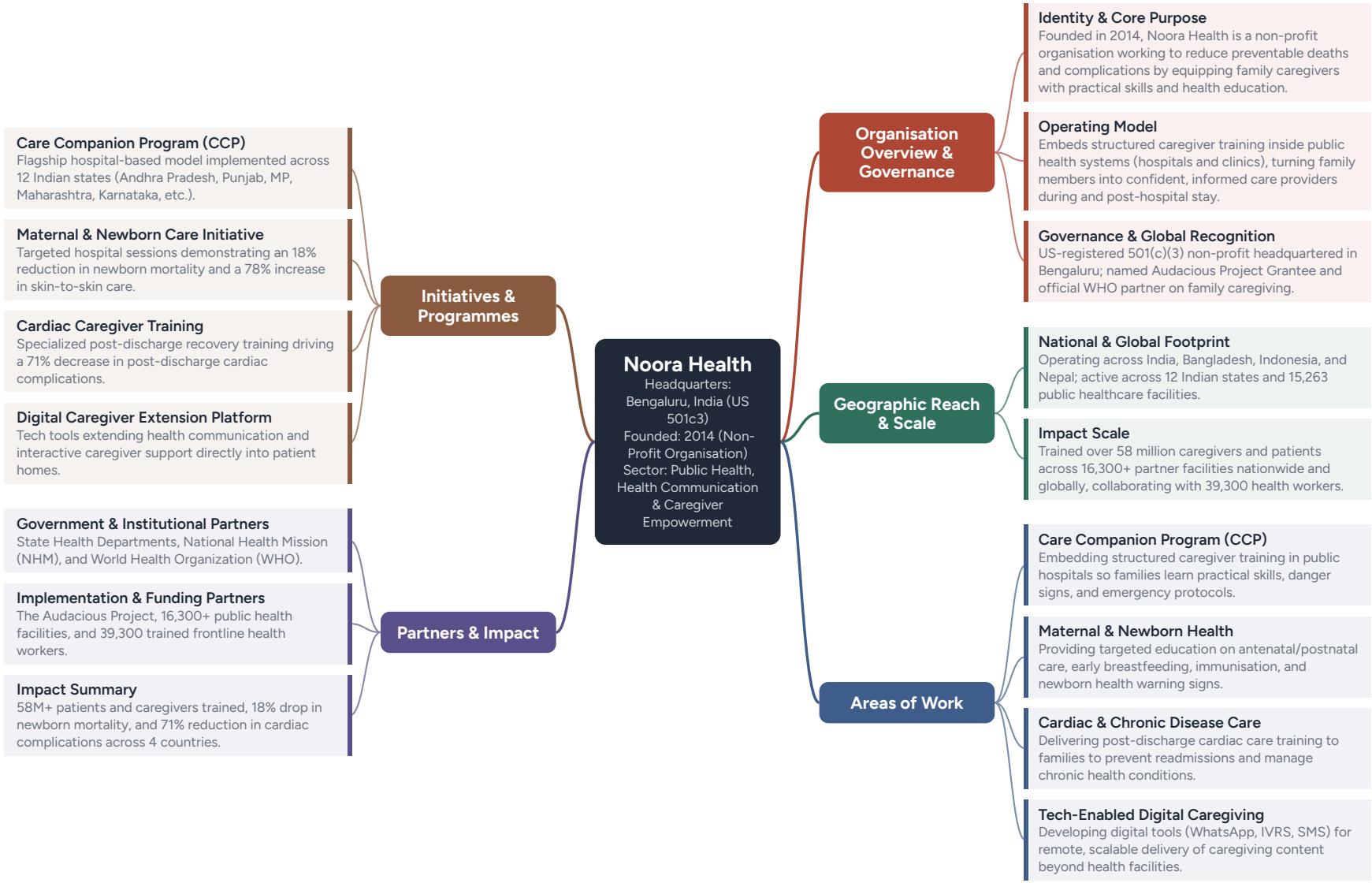
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About the organisation

Noora Health

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About Noora Health

Noora Health is a US-registered non-profit (501c3) working to reduce preventable deaths and complications by equipping family caregivers with the skills and knowledge to support patient recovery. Founded in 2014 and headquartered in Bengaluru, Noora Health operates across India, Bangladesh, Indonesia, and Nepal. It has trained over 58 million caregivers and patients across more than 16,300 partner facilities, working with 39,300 health workers. It is a named Audacious Project Grantee and a WHO partner on global recognition of family caregiving.

Youtube Video >

Noora Health's core insight is that families and loved ones who spend the most time with patients are the least supported resource in healthcare. By embedding caregiver education and training within public health systems, Noora Health shifts care capacity from overstretched providers to informed, confident families.

In India, where its programmes first launched, Noora Health has reached over 54 million caregivers and patients across 12 states, partnering with 15,263 facilities through state health departments and the National Health Mission.

Key programmes include:

Care Companion Program (CCP): Noora Health's flagship model, delivered inside public hospitals and clinics, where health workers are trained to conduct structured education sessions with patient families. Families leave equipped with practical caregiving skills, knowledge of danger signs, and clarity on when to seek emergency care. The programme has been adopted across Andhra Pradesh, Punjab, Madhya Pradesh, Haryana, Himachal Pradesh, Odisha, Maharashtra, Karnataka, Goa, and other states.

Maternal and Newborn Health: Noora Health runs targeted caregiver education around antenatal and postnatal care, early breastfeeding, immunisation, and newborn danger signs. Its programmes have demonstrated an 18% reduction in newborn mortality and a 78% increase in skin-to-skin care among new parents.

Cardiac Care: Noora Health's caregiver training for cardiac patients has shown a 71% decrease in post-discharge cardiac complications, a significant outcome in a country with a high and growing burden of non-communicable diseases.

Tech-Enabled Caregiving: Noora Health has developed digital tools to extend its caregiver education model, enabling remote and scalable delivery of training content to families beyond the facility.

Noora Health is a strong fit for professionals who want to work at the intersection of public health systems, caregiver empowerment, and evidence-based programme design, contributing to work that directly reduces preventable deaths at scale.

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