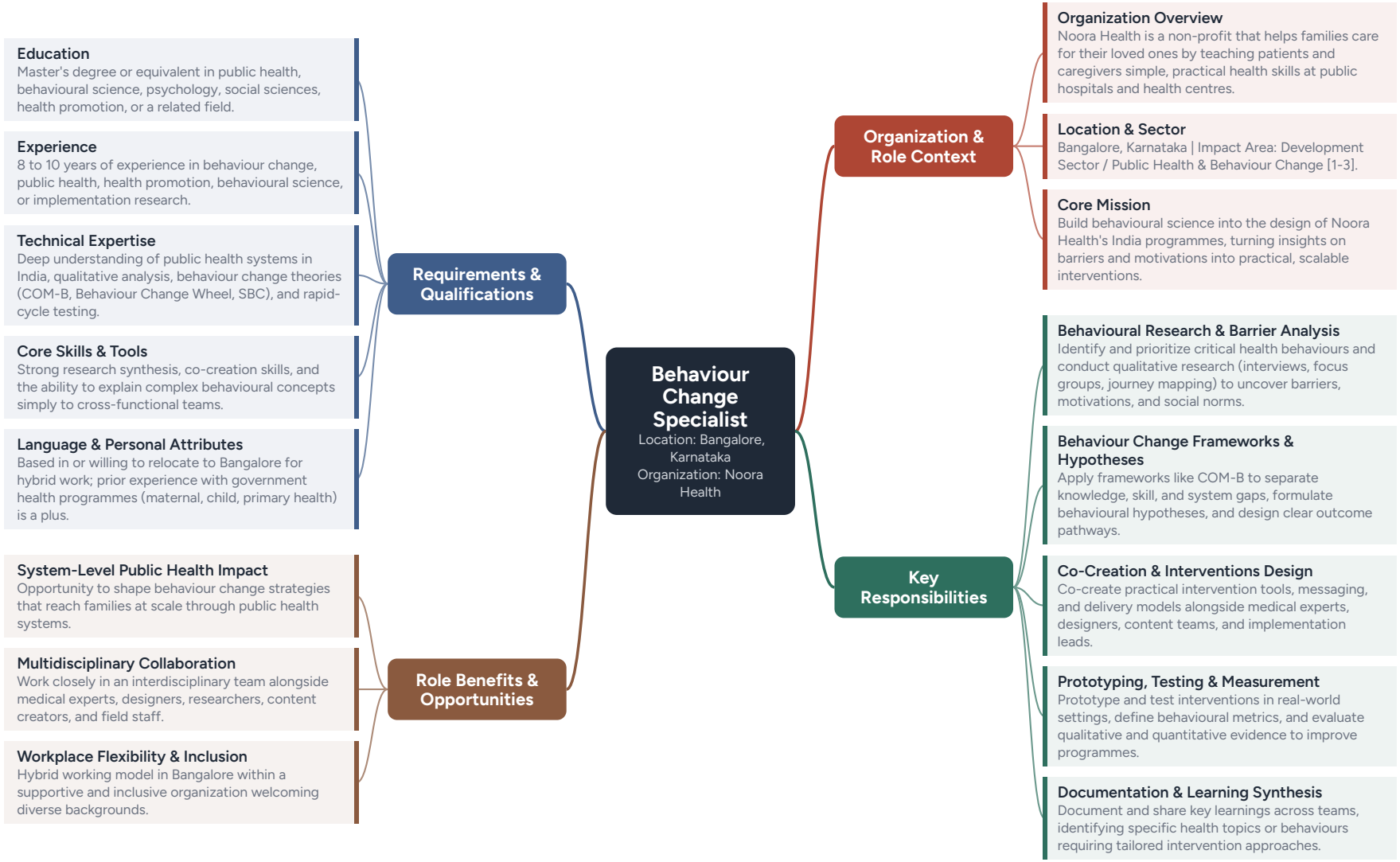
Noora Health

Behaviour Change Specialist in Bangalore | Noora Health

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

Application Assist →

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Skills this role needs

- Behaviour change intervention design
- Qualitative and mixed-method research
- Behavioural insight synthesis
- Prototyping and pilot testing
- Public health programme design

Job description

Noora Health

Noora Health is a nonprofit that helps families care for their loved ones. It teaches patients and family caregivers simple, practical health skills at the moments they need them most, such as during a hospital stay or after a birth. Noora Health works with government health systems in India and other countries so that this training reaches families through public hospitals and health centres. This role sits within Noora Health's India Program Design & Development team, which brings together public health, behavioural science, service design, content, technology and implementation to build programmes that government health systems can adopt and scale.

Role

As Behaviour Change Specialist, you will help Noora Health's India team build behavioural science into the way it designs programmes. You will work out what helps or stops patients, caregivers and health workers from taking up healthy practices, and turn those findings into practical interventions, tools, content and programme models. Working across the full programme cycle with medical experts, designers, content teams, researchers and implementation teams, you will make sure programmes rest on evidence, put people at the centre, are practical to run and can work at scale in public health systems.

Responsibilities

- Identify and prioritise the behaviours that matter most for health outcomes, and study the barriers, motivations, social norms and system factors that shape them.
- Conduct qualitative and mixed-method research with researchers and service designers, including interviews, observations, focus groups and journey mapping across patient, caregiver and health worker journeys.
- Use behaviour change frameworks to turn research into clear insights and design ideas, separating gaps in knowledge, skills, motivation and the wider system.
- Co-create interventions with programme, medical, design, content and implementation teams, setting clear behavioural hypotheses and intended outcomes.
- Prototype, pilot and test approaches, tools, messages and delivery methods to learn what works, for whom and in which settings, then improve them based on evidence.
- Define behavioural outcomes alongside health and programme outcomes, and build behaviour change pathways that link each intervention to those results.
- Develop behavioural measures and interpret qualitative and quantitative evidence to track change and guide programme improvements.
- Document and share learning from Noora Health's behaviour change work, and point out behaviours or topics that need a different training or intervention approach.

Requirements

- A master's degree or equivalent in public health, behavioural science, psychology, social sciences, health promotion or a related field.
- 8 to 10 years of experience in behaviour change, public health, health promotion, behavioural science, implementation research or a related field.
- Proven experience designing, testing or improving behaviour change interventions, ideally in health or the social sector, with a strong understanding of public health and health systems, preferably in India.
- Strong qualitative research, synthesis and analysis skills, and the ability to turn insights into clear, practical programme design recommendations.
- Experience working in teams with different skills, the ability to explain behavioural ideas simply to non-specialists, and a practical sense of what works within real resources and government systems.

- Based in or willing to relocate to Bangalore, working on a hybrid basis.
- Good to have: experience with government health programmes in India, especially in maternal, child, adolescent, non-communicable disease, primary or community health, including designing for caregivers, patients or frontline health workers.
- Good to have: familiarity with approaches such as COM-B, the Behaviour Change Wheel, Social and Behaviour Change and rapid-cycle testing, and experience turning insights into health communication, training, digital or service design improvements.

Benefits

- Shape the behaviour change approach across Noora Health's India programmes, with work designed to reach families at scale through public health systems.
- Work closely with medical experts, designers, researchers, content creators and implementation teams.
- Hybrid working from Bangalore.
- An inclusive team that welcomes people of all gender identities, castes, religious practices, sexual orientations and abilities.

Apply

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About the organisation

Noora Health

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Profile

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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