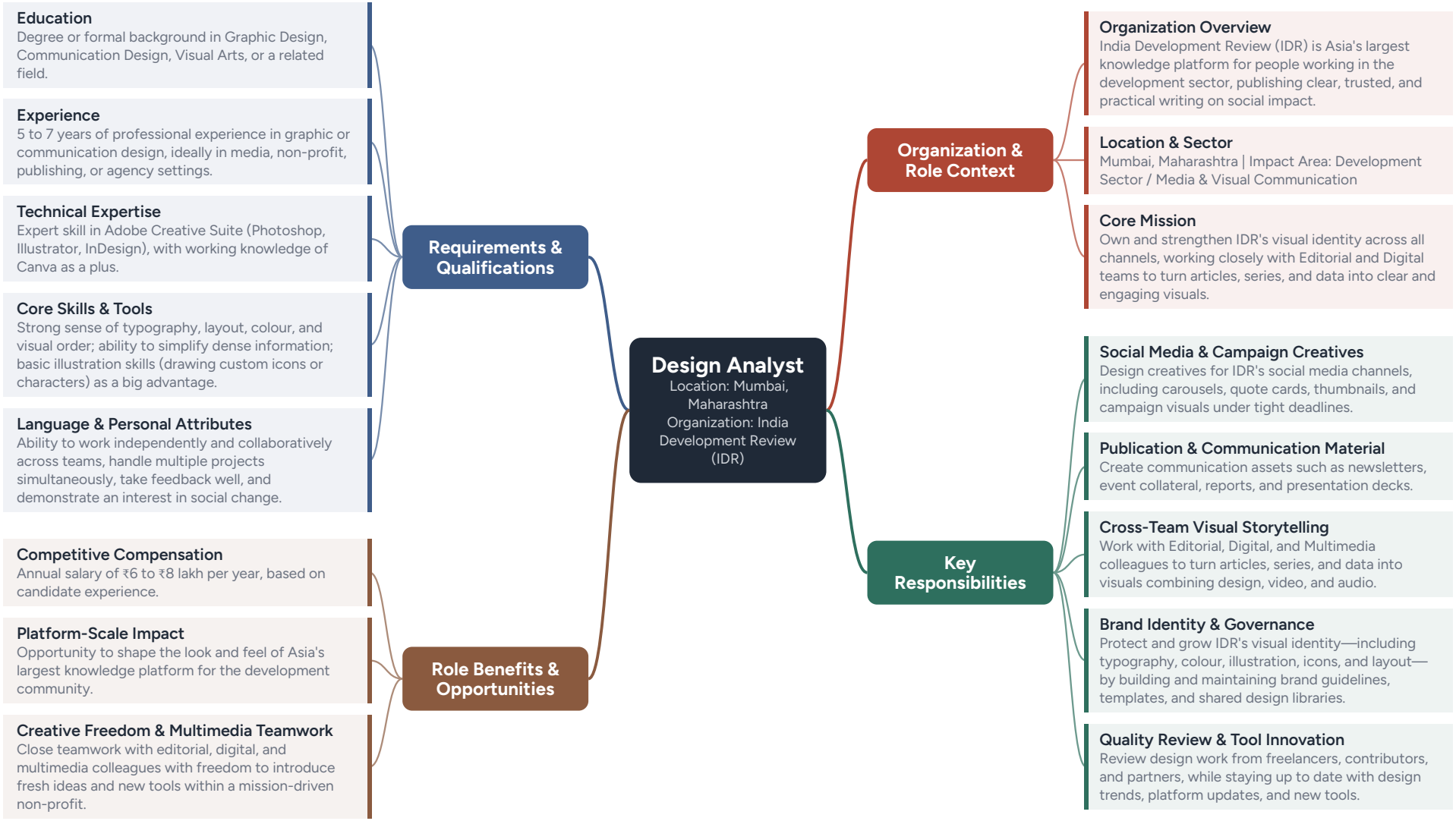
India Development Review

Design Analyst in Delhi | India Development Review | ₹6-8 LPA

New Delhi, Delhi · full-time · senior level · ₹50,000 - ₹66,667 /month

Application Assist →

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Skills this role needs

Graphic design	Social media creatives	Adobe Photoshop / Illustrator / InDesign	Brand guidelines and templates	Typography and layout

Job description

India Development Review

India Development Review (IDR) is Asia's largest knowledge platform for people working in the development sector. It was started as a nonprofit in 2017. IDR publishes clear, trusted and practical writing on social impact, so that people working on these issues can learn from each other and do their work better. This role sits within IDR's Multimedia team, which brings together design, video and audio to tell stories about social change.

Role

As Design Analyst, you will own and strengthen IDR's visual identity across all its channels. You will work closely with the Editorial and Digital teams to turn articles, series and data into visuals that are clear and engaging. Your work will make sure everything IDR shares looks and feels like IDR, and that the wider team has the tools to keep it that way.

Responsibilities

- Design creatives for IDR's social media channels, such as carousels, quote cards, thumbnails and campaign visuals.
- Create communication material, including newsletters, event material, reports and presentation decks.
- Work with the Editorial and Digital teams to turn articles, series and data into clear and engaging visuals.
- Collaborate with Multimedia teammates on projects that combine design, video and audio.
- Adapt designs for different platforms and formats, and respond quickly to timely content.
- Protect and grow IDR's visual identity, including typography, colour, illustration, icons and layout.
- Build and maintain brand guidelines, templates and a shared library of design files so the wider team can produce consistent work.
- Review design work from freelancers, contributors and partners, and keep up with design trends, platform changes and new tools.

Requirements

- 5 to 7 years of professional experience in graphic or communication design, ideally in media, nonprofit, publishing or agency settings.
- A strong portfolio that shows social media design, brand communication and consistent visual systems, along with brand guidelines and communication material you have made.
- Expert skill in Adobe Creative Suite (Photoshop, Illustrator, InDesign), with working knowledge of Canva as a plus.
- A strong sense of typography, layout, colour and visual order, and the ability to make dense information simple to understand.
- Basic illustration skills, such as drawing simple custom illustrations, icons or characters, are a big advantage.
- Experience building or maintaining brand guidelines and templates.
- Ability to work on your own and with other teams, handle several projects and deadlines at once, and take feedback well.
- An interest in social change and an understanding of the development sector is an advantage.

Benefits

- Salary of ₹6 to 8 lakh per year, based on experience.
- A chance to shape the look and feel of Asia's largest knowledge platform for the development community.
- Close teamwork with editorial, digital and multimedia colleagues on design, video and audio projects.

- Room to bring fresh ideas and try new tools as part of a mission-driven nonprofit.

Apply

Check your fit for the role and receive the apply link in your mailbox

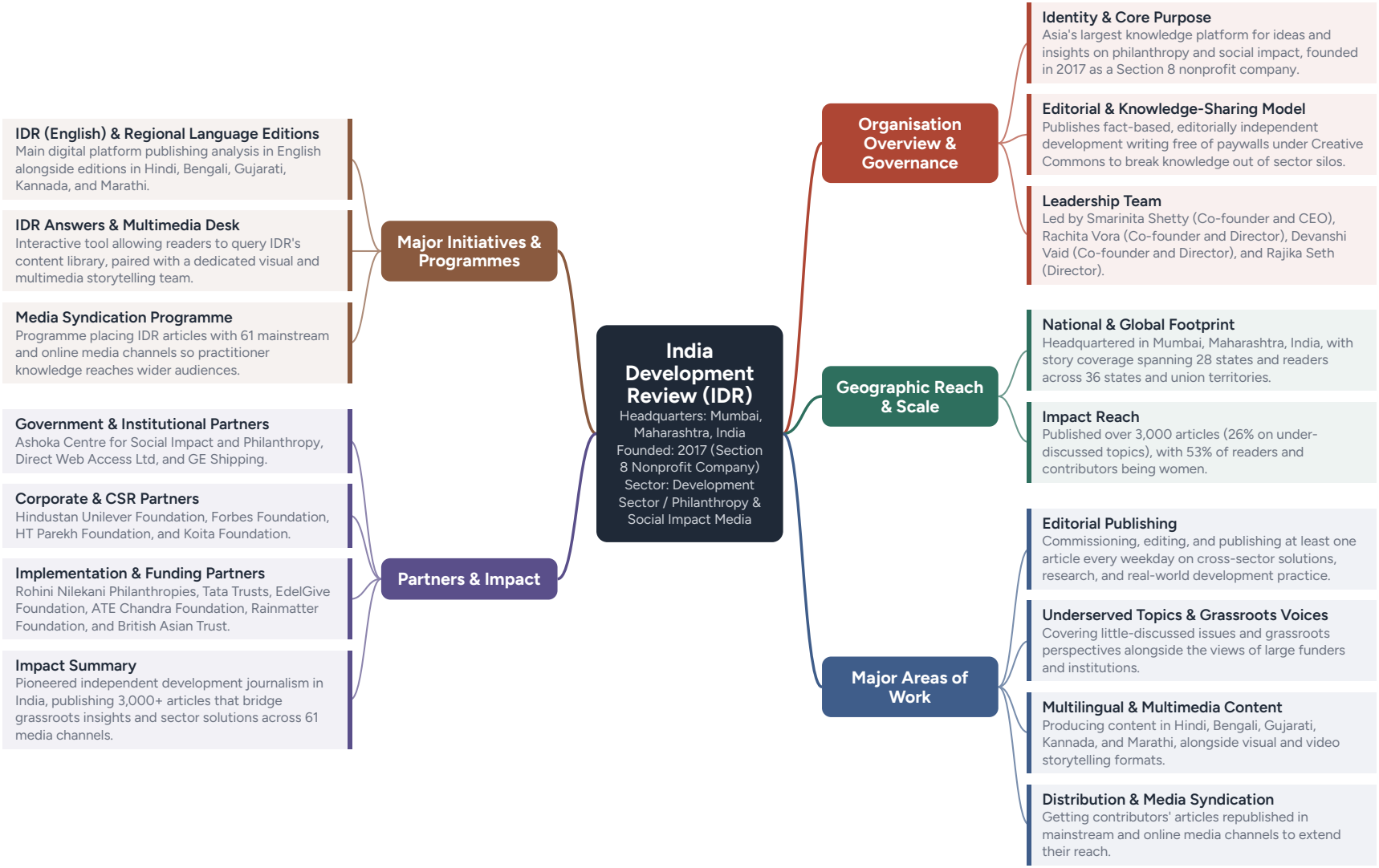
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About the organisation

India Development Review

Philanthropy and Social Impact Media

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About India Development Review

India Development Review (IDR) is a knowledge platform for ideas and insights on philanthropy and social impact. It describes itself as Asia's largest. It was founded in 2017 and is registered as a Section 8 nonprofit company. It publishes articles written by and for people working on India's development problems. IDR says that much of the sector's expertise sits in silos or in people's heads, and its aim is to bring that knowledge to the people who can act on it. Its writing is fact-based and editorially independent of any funder, nonprofit or partner. It is free to read with no paywall, and articles can be shared or republished under Creative Commons.

> *Headquarters: Mumbai, Maharashtra, India*

Major Areas of Work

- Editorial publishing: commissioning, editing and publishing at least one article every weekday on cross-sector solutions, research and real-world practice in development.
- Underserved topics and voices: covering little-discussed issues and grassroots perspectives alongside the views of large funders and institutions.
- Contributor support: travelling to contributors, translating and transcribing their work, and helping practitioners explain their work and lessons to a general audience.
- Multilingual and multimedia content: producing content in Hindi and other Indian languages, as well as multimedia formats, to reach readers beyond English-language audiences.
- Distribution and syndication: getting contributors' articles republished in mainstream and online media to extend their reach.

Major Initiatives and Programmes

- IDR (English): the main platform, publishing articles, analysis and practice-based lessons on philanthropy, nonprofits and development in India.
- IDR Hindi and regional languages: editions and content in Hindi, Bengali, Gujarati, Kannada and Marathi for development practitioners across the country.
- IDR Answers: an interactive tool on the IDR site that lets readers ask questions and draw on IDR's library of content.
- Multimedia: a dedicated team producing visual and multimedia stories alongside written articles.
- Media republishing: a programme of placing IDR articles with mainstream and online media outlets so contributors' knowledge reaches a wider audience.

Impact

IDR states that it has published more than 3,000 articles, 26% of them on under-discussed topics, with coverage from 28 states. It says its readers come from 36 states and union territories, and that 53% of its readers and contributors are women. Its own site reports that two-thirds of IDR articles have been carried by mainstream media, and that 61 mainstream and online media channels have run its stories.

Partners

- Foundations and philanthropies: ATE Chandra Foundation, British Asian Trust, Chintu Gudiya Foundation, Dr Reddy's Foundation, EdelGive Foundation, Forbes Foundation, HT Parekh Foundation, Hindustan Unilever Foundation, Independent and Public-Spirited Media Foundation, Koita Foundation, Kshirsagar Apte Foundation, Mariwala Health Initiative, MK Hamied Foundation, Porticus, Rainmatter Foundation, Rohini Nilekani Philanthropies, Tata Trusts, The Wellbeing Project
- Institutions and companies: Ashoka Centre for Social Impact and Philanthropy, Direct Web Access Ltd, GE Shipping
- Individual donors: Aarti and Abhay Havaldar, Ashish Dhawan, Fiona and Luis Miranda, Govind Iyer, Rati and Riah Forbes, Vidya Shah

Leadership

- Smarinita Shetty, Co-founder and CEO
- Rachita Vora, Co-founder and Director
- Devanshi Vaid, Co-founder and Director
- Rajika Seth, Director

IDR suits people who want to work where journalism, editing and the social sector meet. Staff work with a wide range of contributors, from grassroots workers and activists to researchers and large funders. This gives broad exposure to the issues, organisations and debates shaping development in India. The team spans editorial, multimedia, digital marketing, partnerships, data and technology, and finance. Roles there fit writers, editors, designers and communicators who care about clear, accurate and independent writing. The organisation lists courage, playfulness, integrity, excellence and kindness as its values, and says it values a culture of learning and openness to feedback.

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