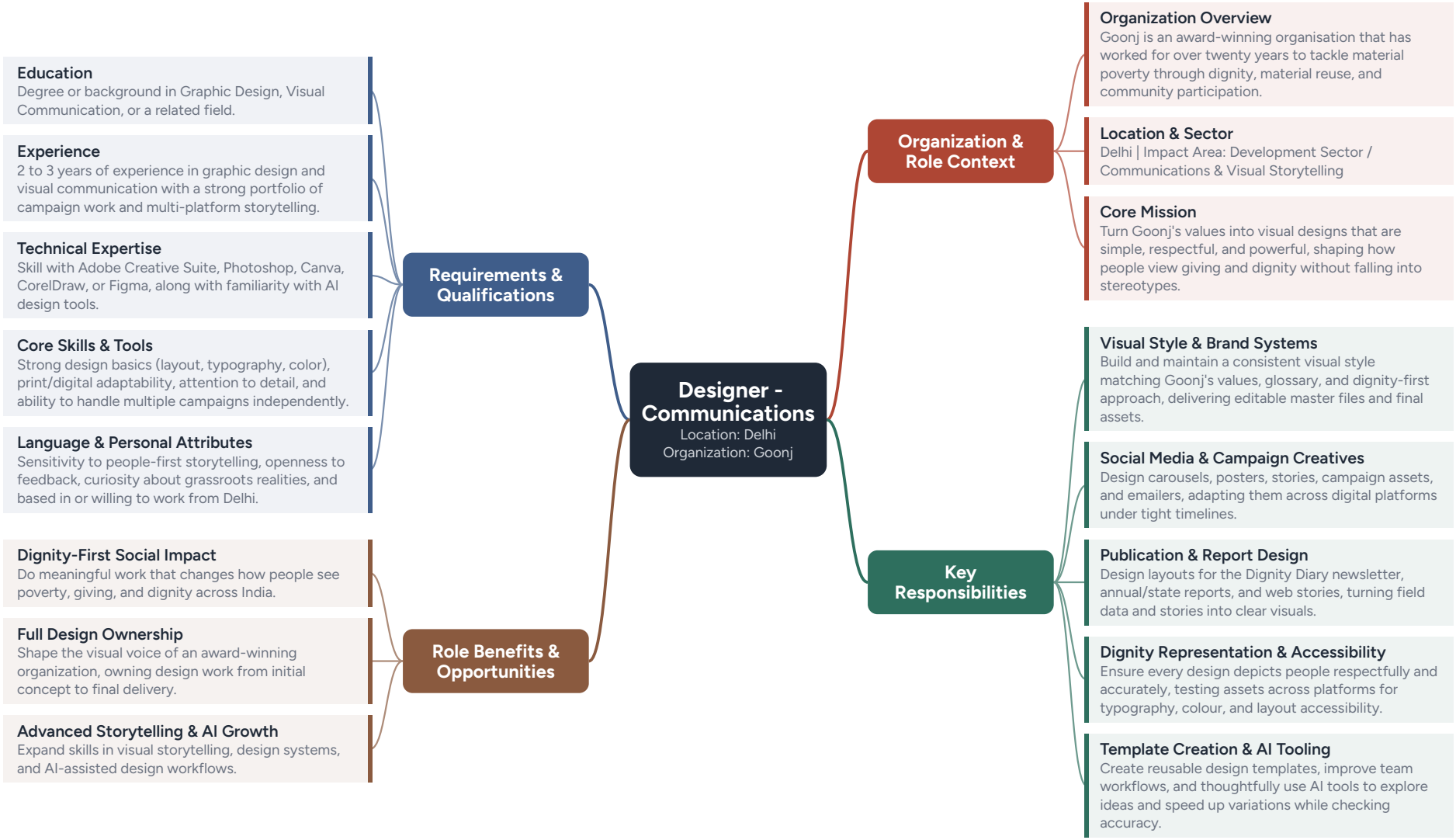
Goonj

Designer - Communications in Delhi | Goonj

Delhi, Delhi · full-time · mid level · Competitive · Closes 30 Nov 2026

Application Assist →

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Skills this role needs

Graphic design	Campaign and social media design	Report and newsletter layout	Adobe Creative Suite / Figma / Canva	AI-assisted design workflows

Job description

Goonj

Goonj is an award-winning organisation that has worked for over twenty years to tackle material poverty. Its approach is built on dignity, reusing materials, and people taking part in their own development. Goonj works to change how people see giving: not as charity, but as shared responsibility, where discarded things find new value and communities are equal partners. Communication at Goonj is about more than being seen. It shapes how people think, builds respect, and connects people, materials and purpose. This role sits within Goonj's Communication Team, which tells the story of this work across social media, email, print and the web.

Role

The Designer - Communications turns Goonj's values into visuals. You will understand the depth of Goonj's work and show it through designs that are simple, respectful and powerful, without falling into stereotypes or charity-style images. Working in a fast-moving, campaign-driven setting, you will own design work from start to finish, from understanding the brief to delivering the final files, while helping strengthen Goonj's wider communication systems.

Responsibilities

- Build and maintain a consistent visual style that matches Goonj's values, glossary and dignity-first approach, and deliver both editable master files and final outputs.
- Design social media creatives such as carousels, posters, stories and campaign assets, along with emailers and outreach materials, and adapt them across platforms.
- Work with internal teams to turn their needs into clear designs, handling several campaigns at once with tight timelines and rounds of feedback.
- Design layouts for the Dignity Diary newsletter, annual and state reports, and web stories, turning field stories and data into clear, easy-to-read visuals.
- Make sure every design shows people respectfully and accurately, and check designs, mailers and web assets for quality before they go out.
- Test designs across social media, email, web and print, and follow accessibility standards for typography, colour and layout.
- Create reusable templates and design systems, improve team workflows, and guide colleagues on visual standards.
- Use AI (artificial intelligence) tools to explore ideas, create variations and speed up work, while checking every AI output for accuracy and respectful representation.

Requirements

- 2-3 years of experience in graphic design, visual communication or a related field.
- A strong portfolio showing campaign work, storytelling formats and design across several platforms.
- Strong design basics, including layout, typography, colour and visual hierarchy.
- Skill with tools such as Adobe Creative Suite, Photoshop, Canva, CorelDraw, Figma or similar, and familiarity with AI design tools used thoughtfully.
- Ability to work across print and digital formats, and to work on your own with little supervision while collaborating across teams.
- Sensitivity to people-first storytelling, strong attention to detail, and comfort with fast-paced work, many stakeholders and tight deadlines.
- Curiosity about grassroots realities and openness to feedback and learning.
- Based in or willing to work from Delhi.

Benefits

- Do meaningful work that changes how people see poverty, giving and dignity.
- Shape the visual voice of a well-known, award-winning development organisation.
- Take full ownership of design work, from first idea to final delivery.
- Grow your skills in storytelling, design systems and AI-assisted design.

Apply

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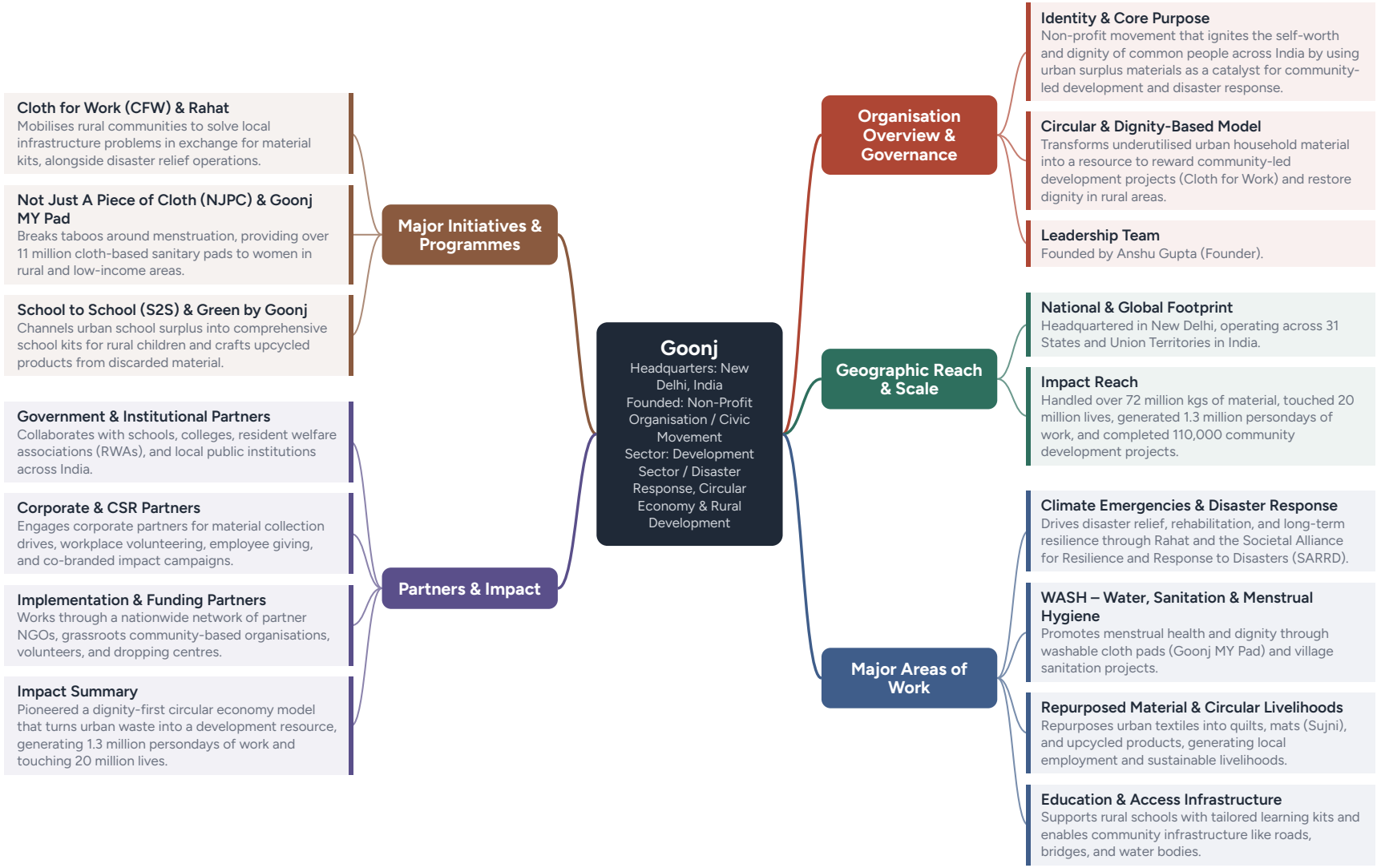
About the organisation

Goonj

Disaster Response and Rural Development

goonj.org ↗

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About Goonj

Goonj is an Indian organisation that uses surplus material from cities as a resource for development work in villages and for disaster relief. Its work rests on two ideas: human dignity and the world's surplus. It says it aims to build the self-worth and dignity of ordinary people in villages and cities across India. It treats rural communities as equal stakeholders who use what they already have to solve their own problems, not as recipients of charity. Goonj collects clothing, household goods and other material through urban drives and processing centres. It then sorts, repurposes and sends this material to communities, often in return for work the community does on its own development.

> *Headquarters: New Delhi, Delhi, India*

Major Areas of Work

- Disaster response and mitigation: Relief, rehabilitation and resilience-building with communities hit by floods, droughts, cyclones and other emergencies.
- Climate and environmental action: Reducing, reusing and recycling surplus material, mostly textiles, to cut waste and support a circular economy.
- Water, sanitation, health and hygiene: Work on water access, sanitation and menstrual hygiene in rural communities.
- Repurposed material based livelihood: Creating paid work and cloth-based employment from surplus and discarded material.
- Education and access to infrastructure: Supplying school material to rural children and supporting community-built infrastructure such as roads, bridges and water sources.

Major Initiatives and Programmes

- Cloth for Work: Goonj's core model, in which communities receive repurposed material in return for work on local development projects they choose themselves.
- Rahat: Goonj's disaster relief and rehabilitation work, which puts communities first in recovery and building long-term resilience.
- Not Just a Piece of Cloth (NJPC): A menstrual hygiene initiative that turns surplus cotton cloth into biodegradable sanitary pads, sold as Goonj MY Pad.
- School to School (S2S): Collects school material from urban schools and the public and puts it together into school kits for rural students.
- Joy of Sharing Month: A yearly pan-India campaign that asks people to share time, skills, material and money through sharing camps, walkathons and fundraising events.
- Societal Alliance for Resilience and Response to Disasters (SARRD): A people-led alliance that Goonj describes as globally adaptable, set up to strengthen disaster response and resilience.

Cloth for Work is the base for most of Goonj's rural programmes. Instead of handing out donations, Goonj gives material in return for work. Villagers build or repair roads, wells, bridges, ponds and other community assets, and receive clothing, household items or other material for that labour. Goonj says this approach respects the dignity of the people receiving material and gets communities to invest in their own development.

Leadership

- Anshu Gupta, Founder
- Meenakshi Gupta, Co-founder

Goonj runs large field operations across many Indian states, through state chapters, processing centres and a nationwide network of partner organisations. Staff work across material management, logistics, disaster response, rural project implementation, urban partnerships, fundraising and communications. Many team members have stayed for a decade or more and moved from field roles into state or functional leadership. The organisation suits people who want hands-on, operations-heavy work that connects cities and villages. It also offers fellowships and internships, including paid urban internships, for people starting out in the sector.

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