

Job Title: Manager - Design and Communications			
Interested candidates may reach out to: hr.psl@piramalswasthya.org			
Location:	New Delhi	Band/Grade:	2A/2B
Department:	Piramal School of Leadership	Last updated on:	03/04/26
Degree of Travel required to:	Low to Medium travel to various intervention districts/states		
Purpose of Job	<p>About the Project</p> <p>This project, implemented by PSMRI in partnership with the STOP TB Partnership and supported through the U.S. Department of State, aims to strengthen tuberculosis (TB) detection and linkage to treatment among underserved tribal populations across India. Phase 1 of the initiative will screen approximately 2 million people across 24 districts in 8 high-burden states using 150 mobile screening teams equipped with AI-enabled portable digital X-ray and molecular diagnostic tools. The project will deploy a large field workforce supported by strong monitoring and program management structures to ensure quality, speed, and accountability. The following role contributes to this effort by supporting community screening, diagnostics, coordination, monitoring, and linkage to TB treatment under the National TB Elimination Programme (NTEP).</p> <p>About the Role</p> <p>The Manager – Design & Communications will lead the design function for the project at the national level, ensuring development of high-quality, user-centric, and culturally appropriate visual and communication materials that support program implementation—particularly in tribal and hard-to-reach settings.</p> <p>The role will focus on translating program strategies into simple, intuitive, and field-friendly design solutions that improve comprehension, enable frontline action, and drive behavior change for early TB detection, stigma reduction, and linkage to care under the National TB Elimination Programme (NTEP).</p> <p>The role is expected to work towards,</p> <ol style="list-style-type: none"> 1. Define and institutionalize the visual design framework and standards for the project aligned with NTEP guidelines 2. Establish design systems for consistency across IEC materials, training tools, and field resources 3. Ensure all outputs are optimized for usability in low-resource, low-literacy, and tribal contexts 4. Enable contextual flexibility while maintaining overall design coherence across geographies 5. Lead end-to-end design of IEC materials for Active Case Finding (ACF), including posters, flipcharts, cue cards, and interpersonal communication aids 		

	<ol style="list-style-type: none">6. Design job aids and decision-support tools for frontline workers to improve last-mile service delivery7. Develop highly visual, low-text materials suited for low-literacy populations8. Ensure materials are linguistically adapted, incorporating local dialects and culturally relevant symbols and imagery9. Co-create and iterate designs based on feedback from field teams and tribal communities10. Design engaging training materials, facilitator guides, and visual modules for capacity building of field staff11. Design social media posts, reels/story templates, and campaign visuals.12. Convert technical guidelines into easy-to-understand visual formats for rapid uptake by frontline workers13. Support development of demonstration tools and visual aids for community-level engagement14. Translate behavior change strategies into compelling visual communication outputs15. Design materials that address stigma, myths, and care-seeking barriers specific to tribal populations16. Integrate local storytelling styles, folk formats, and community narratives into communication design17. Ensure communication materials are relatable, actionable, and context-sensitive18. Develop digital assets including social media creatives, short videos, and mobile-friendly content where relevant19. Design for multiple formats including print, mobile, and offline dissemination channels20. Adapt content for low-connectivity environments using lightweight and accessible formats21. Work closely with program, surveillance, and field teams to ensure design outputs meet implementation needs22. Align all materials with CTD and state guidelines while ensuring adaptability for local contexts23. Coordinate with external vendors, printers, and creative partners for production and dissemination24. Ensure high standards of design quality, accuracy, and consistency across all outputs25. Establish review mechanisms to validate cultural appropriateness and field usability26. Deliver all design outputs in alignment with program timelines and rollout plans27. Explore and pilot innovative, low-cost design approaches to improve reach and engagement in tribal areas28. Leverage human-centered design principles to continuously refine materials based on user behavior
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	29. Identify scalable design solutions that can be integrated into national programs	
	Any other specific task assigned by the organisation, as required.	
Key stakeholders	External	Internal
	<ul style="list-style-type: none"> • Ministry of Health and Family Welfare • Ministry of Tribal Affairs • Stop TB Partnership • Dept of State, US Gov • Related organizations as and when required 	Central and State operations teams, Other programs departments
Reporting structure	Role directly reports to	
	Project Lead	
Essential Qualifications	Graduation/Masters related to communications and design from a govt recognized institution or Diploma in Graphic design, Visual Communication	
Essential Experience and Skills	<ul style="list-style-type: none"> • 4–6 years of professional experience in design (creative agency/NGO/corporate sector). • Proven portfolio in the domains of digital and prints work. • Experience in data visualization and creation of data stories • Expertise of using <ul style="list-style-type: none"> ○ Adobe Illustrator ○ Adobe Photoshop ○ Adobe In Design ○ Canva (pro-level) ○ Adobe After Effects / Premiere (basic video editing) ○ Core Draw ○ Other professional designing tools • Fluency in English and Hindi (reading, writing, and speaking) is essential; knowledge of additional Indian languages is an advantage 	
Additional preference (Desirable)	<ul style="list-style-type: none"> • Proven experience in working with tribal communities or in rural/underserved areas. • Experience working with multi-stakeholder groups, including government agencies, NGOs, and local community leaders. 	
Values		
Knowledge	Expertise – we strive for a deeper understanding of our domain Innovation – we aspire to do things creatively	
Action	Entrepreneurship – we are empowered to act decisively and create value Integrity – we are consistent in our thoughts, speech and action	
Care	Trusteeship – we protect the interests of our customers, community, employees, partners and shareholders Humility – we aspire to be the best, yet strive to be humble	