

## Terms of Reference

### **Short Term Consultant (Graphic Designer) for Publication Section (Admin), NHSRC**

National Health Systems Resource Centre (NHSRC) is a technical support institution under the National Health Mission (NHM), Ministry of Health & Family Welfare. NHSRC works closely with the MoHFW and the States for Health Systems strengthening and supporting implementation of other interventions under the NHM. Work at the NHSRC is organised around eight (8) divisions, namely– Community Processes & Comprehensive Primary Care, Healthcare Financing, Healthcare Technology, Human Resources for Health, Information Technology, Knowledge Management Division, Public Health Administration and Quality & Patient Safety.

If you have a passion for creative design, visual communication and a long-term commitment to health equity and excellence, here is a unique chance to work with the Publication Section (Admin) of NHSRC. The position offers you the opportunity to design and create high-quality, impactful communication materials that support knowledge dissemination, capacity building and health systems strengthening at the national level.

The **Publication Section** is responsible for designing and producing a wide range of publications, Information, Education & Communication (IEC) materials, reports, guidelines, and branding assets for all divisions of NHSRC and the Ministry of Health & Family Welfare. The Section plays a critical role in ensuring that technical content is presented in an aesthetically appealing, professional and user-friendly manner.

For supporting the design and publication requirements of NHSRC and the Ministry, NHSRC intends to induct a Short-Term Consultant (Graphic Designer) in the Publication Section. The incumbent is expected to have excellent creative, visualization and design skills with proficiency in industry-standard design tools.

The Position reports to the Principal Administrative Officer (PAO), NHSRC. This Position requires a strong moral and ethical code of conduct with essence of integrity, confidentiality while undertaking the responsibility.

### **Roles & Responsibilities**

The expected roles of the incumbent are –

1. Creating designs and layout of publishing requirements of different divisions at NHSRC/Ministry.
2. Creating high-quality designed IEC material including books, infographics, brochures, posters, reports, social media creatives, and presentations etc.
3. Providing well-designed layouts for technical reports, annual reports, guidelines, concept notes, and training modules as per requirement.

4. Creating visually appealing 2D/3D animated videos, infographics, illustrations and motion graphics for Divisions.
5. Creating high quality branding material such as standees, banners, selfie booth, exhibition stall panels, brooches etc.
6. Coordinating with Agencies to ensure the accurate print ready version of the designed documents.
7. Coordinating with internal Divisions to ensure their design related requirements are fulfilled.
8. Timely submission of all assigned design tasks within the given deadlines.
9. Managing the digital repository (folders) of all source files, editable designs, and final deliverables.
10. Any other design outputs as assigned by the Reporting Officer / Division Head.

### **Duration**

The consultancy is a short-term position for three months and is an extension based on project needs and performance.

### **Qualification & Experience**

For achieving the above-mentioned deliverables, the applicant is expected to possess the following qualifications & experience –

- **Essential Qualification** – Full-time Masters Degree in Graphic Design / Visual Communication / Multimedia Design / Animation from a recognised University or Institute.
- **Experience** – (a) 5 years of post-qualification work experience in graphic design, layout design, animation, motion graphics and branding.  
(b) Hands-on proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Canva, Figma and other relevant design tools.

### **Note –**

- Only shortlisted candidates will be called for an interview.
- The candidates may be subjected to written tests, design assignments and presentations to judge their design skills, creativity, software proficiency and language skills.
- Candidates should be ready to share their design portfolio during the selection process.

**Age Limit:** Up to 45 Years (as on the date of receiving the application)

**Work Location:** New Delhi with Willingness to travel on need basis

**Remuneration Range:** Between Rs. 60,000/- to Rs. 1,20,000/- per month

***\*Fee offered within the band will be commensurate with qualification and experience***

**Note:** As this is a short-term assignment.

- Preference will be given to candidates residing within Delhi/NCR region.
- The selected candidate will be required to join within 7 days.

**How to apply:** Candidates are requested to fill out the online application correctly which is available on the NHSRC website (<http://nhsrcindia.org>). Applications will be accepted in the prescribed online application format only. The last date for receiving applications is **6<sup>th</sup> May 2026**.