

<b>ORGANISATION</b>	National Institute of Urban Affairs
<b>POSITION</b>	Communications and Visual Design Expert
<b>PROJECT NAME</b>	Capacity Building Unit (Swachh Bharat Mission Urban-2.0)
<b>DUTY STATION</b>	National Institute of Urban Affairs
<b>DURATION</b>	12 months
<b>NATURE OF ENGAGEMENT</b>	Contractual, full-time
<b>AGE LIMIT</b>	Not exceeding 45 years as on prescribed last date of receipt of online applications

### **About the National Institute of Urban Affairs (NIUA)**

Established in 1976, the National Institute of Urban Affairs (NIUA) is the premier research and capacity-building institution of the Ministry of Housing and Urban Affairs (MoHUA), Government of India, dedicated to advancing the urban sector. For nearly five decades, NIUA has been at the forefront of shaping India's urban narrative, bridging the gap between research and practice on critical issues of urbanisation. Through its work in research, knowledge management, policy advocacy, and capacity building, the Institute has consistently brought focus to emerging urban challenges, informed policy discourse at multiple levels, and fostered the development of sustainable, inclusive, and resilient urban ecosystems nationwide.

### **About the Knowledge Management Unit (Swachh Bharat Mission Urban-2.0)**

The Knowledge Management Unit (KMU) under Swachh Bharat Mission Urban-2.0 (SBM-U 2.0) will serve as the central anchor for knowledge management and capacity building across India's urban sanitation and waste management sector. Established by MoHUA in collaboration with NIUA, the KMU will design and deliver targeted training programmes, curate, update and manage technical content, and oversee the engagement of Swachhata Knowledge Partners (SKPs) to build capacities of officials of States, Union Territories, and Urban Local Bodies (ULBs). It will facilitate research, conduct studies and assessments, and strengthen partnerships with academic institutions, industry professionals, and youth groups to create mass awareness on *swachhata*. The CBU will ensure that the sanitation and waste management ecosystem is equipped with the necessary knowledge, skills, and collaborative networks to meet the objectives of SBM-U 2.0.

### **Key Responsibility Areas**

- Design and develop high-quality communication materials, including reports, brochures, research publications, presentations, website content, social media graphics, event collaterals, and banners.
- Translate complex technical information on solid waste management and urban sanitation into accessible, engaging, and visually compelling content for diverse audiences.
- Create and manage educational content, including e-learning modules, videos, infographics, interactive tools, and training materials, ensuring consistency in visual identity and messaging.
- Support the preparation of knowledge products such as toolkits, guidelines, policy briefs, and manuals, providing both content structuring and graphic design inputs.

- Coordinate with technical experts, training teams, and stakeholders to ensure the timely development and dissemination of communication materials.
- Ensure compliance with Mission guidelines, institutional guidelines, accessibility standards, and digital content norms across all communication platforms.
- Monitor emerging trends in digital communication, design innovation, and knowledge dissemination to continuously enhance the outreach and impact of CBU's communication efforts.

### **Work Experience Required**

- Minimum 5 years of overall work experience, with at least 3 years of experience specifically in communications, content development, and graphic design, preferably in the development sector, government programmes, or capacity-building initiatives.
- Demonstrated experience in developing high-quality content and designing communication materials across print, digital, and multimedia platforms.
- Proficiency in design tools such as Adobe Creative Suite (Illustrator, InDesign, Photoshop), Canva, Microsoft Office Suite, and relevant video editing or e-learning development software.
- Demonstrated ability to simplify technical and policy information into clear, audience-friendly content.
- Experience in managing content for websites, learning platforms, and social media channels.
- Strong written and verbal communication skills with a creative, detail-oriented approach to design and messaging.

### **Educational Qualifications Required**

#### **Essential**

Master's degree in Communications, Mass Communication, Journalism, Public Relations, Development Studies, Public Policy, or equivalent.

#### **Desirable**

Certifications in Graphic Design, Visual Communication, Digital Media, or equivalent.

### **Remuneration**

- At par with the standards established by NIUA, commensurate with experience and skills.
- Proof of past remuneration (last received salary/ monthly contract payment) would be required.

### **Application Process**

- Applications to be only submitted online through NIUA's portal.
- Only candidates whose applications are complete in all regard and adhere to the prescribed format will be considered.
- Only shortlisted candidates will be notified.

**Last Date to Apply:** Applications will remain open till the position is closed.