Communications Trainee Program
The International Digital Health & AI Research Collaborative (I-DAIR) & Government of Punjab
Deadline for submissions: March 21, 2022

Overview

**Post Level:** Communications Trainee

**Location:** Punjab (District to be determined)

**Application Deadline:** March 21, 2022

**Languages Required:** English, Punjabi, Hindi, (Punjabi Strongly Preferred)

**Starting Date:** April 2022

**Duration:** Part-time (25 hours/week) for 3-6 months (possibility of extension).

**Stipend:** INR 10,000/- per month

**Number of openings:** 1

I-DAIR Background

I-DAIR is a Geneva-based global platform to enable inclusive, impactful, and responsible research into digital health and Artificial Intelligence (AI) for health. I-DAIR’s mission is the transformation of personal and public health through collaborative research and the development of digital technologies so that we move closer to the goal of universal health coverage. The best way to visualize our work is to think of I-DAIR as a new CERN-like but networked global institution for health innovation and research. We have a particular focus on needs and opportunities in the Global South and work closely with our regional hubs, which currently include academic institutions and networks in Geneva, Santiago, Singapore, New Delhi, Nairobi, Tunis, and South Africa. Together with our partners, we strive to develop and maintain a new generation of global public goods for the inclusive, innovative and responsible deployment of data and AI in health.
Open Health Project Overview

The classical model for last-mile healthcare and health promotion currently relies on a dedicated workforce to whom primary investigations, health advice, and importantly, health data collection responsibility is delegated. A few recent innovations have focused on bringing a digital dimension to this with the use of data aggregation and call center-like telemedicine infrastructures. I-DAIR aims to shift the paradigm to a community-centered health care approach where a distributed infrastructure, combined with locally available clinical and medical knowledge, provides a continuum of care from promotion, prevention, early diagnosis to treatment. Through the Open Health (OH) project, we will explore the feasibility of a pervasive and ambient environment for care delivery with the strong involvement of the community and patient cohorts, starting with the states of Punjab and Nagaland in India. Aligned with the National Health Mission and Ayushman Bharat Digital Mission, the OH project aims to strengthen the public health delivery systems by creating community-based innovative digital health care solutions through community empowerment, capacity development, and human-centered monitoring and evaluation benchmarks for sustainable, affordable, and accessible integrated digitalized health care services. It also aims to build a local research and development infrastructure and build capacities of local researchers and developers. The first step towards achieving this is to mobilize the community through open conversations on health to help communities identify their own needs, raise awareness, and collectively strengthen healthcare delivery.

Duties And Responsibilities

The trainee will regularly work and report to the Governance Fellow- Liaison Officer and report bi-weekly to the I-DAIR Communications Lead. The trainee will engage in carrying out the following tasks:

- Draft social media content to promote I-DAIR’s Open Health project, through narrative text and multimedia content (e.g. pictures, videos, audio recordings) on Twitter and LinkedIn in coordination with I-DAIR Communications Lead;
- Monitor and research influencers, trending topics and tools on Digital Health and AI, in India and worldwide;
- General social media planning and reporting on the Open Health project, as assigned by I-DAIR Communications Lead;
Communications Trainee Program

- Manage the local media relations, prepare media reports on assigned subjects, in cooperation with the Governance Fellow and I-DAIR Communications Lead;
- Identify and research opportunities to share I-DAIR Open Health stories with relevant journalists and media outlets;
- Provide other miscellaneous communications and administrative support as assigned by the Governance Fellow and I-DAIR Communications Lead.

**Working Arrangements**

- The trainee is expected to work part-time (20-25 hours a week). When required they will have to travel to multiple villages across the determined district. On some days, the trainee will have to go to the office in Mohali, and other days work can be remote.
- Even though the Trainee will be based in Punjab, they will execute communication responsibilities for the Open Health Project in Punjab and Nagaland.
- The trainee will be provided a basic stipend of INR 10,000 to help cover basic daily expenses related to the program such as accommodations, transport, and food. The stipend will be paid monthly.
- The trainee will be evaluated at the end of the program, will be provided with a certificate of completion, and a letter of recommendation/experience (if needed).

**Required Skills And Experience**

Applicants will provide support in the following areas. As no single applicant is likely to have all of the following skills, applicants with experience in at least 3-4 of these areas, and a willingness to expand their skillset should feel comfortable applying.

- Experience working with underserved communities
- Strong inter-personal skills
- Experience with using and curating content for social media platforms such as LinkedIn and Twitter
- Ability to create impactful photos, videos, story narratives etc.
- Ability to interact with people across different cultures and communities
- Energetic, dedicated and detail-oriented person who can manage multiple tasks.
- Team-player with an entrepreneurial spirit, willingness to learn and ability to manage multiple tasks while adapting to shifting priorities. This role will involve traveling to different villages in the determined District.
- Experience with digital asset management, and in-person and digital event coordination
Good command of MS Office (Word, Excel, PowerPoint). (Trainee is expected to have their laptop and Camera/Smart Phone for their work. They will have to use their own modes of transportation)

**Competencies**

- Strong sense of collaborative teamwork
- Excellent communication and interpersonal skills
- Excellent analytical and research skills
- Ability to work independently and with the team
- Supports and acts in accordance with a final group decision, even when such decisions may not entirely reflect own position
- Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others’ ideas and expertise

**Application Procedure/ How To Apply**

- A cover letter explaining your suitability to fulfill this assignment (1p limit);
- A personal CV detailing relevant past experiences (2p limit)

Please merge your cover letter and resume together into one single PDF document and send it to Irene Rey (irene.rey@graduateinstitute.ch)

Deadline for submissions: **March 21, 2022 (midnight, IST)**. Please note that incomplete or late applications will not be accepted.

Due to the large number of applications, we are only able to inform the successful candidates about the outcome or status of the selection process.