Job Title: Consultant

FMCH Vertical Component: Program Design and Product Vertical

Reports to: Training & Content Manager

No. of positions: 1

Location: Remote

About FMCH: At the Foundation for Mother and Child Health-India (FMCH), we envision a malnutrition-free India. We aim to achieve this by delivering personalized, professional nutritional care to families during their crucial first 1000 days. Our focus extends to empowering frontline workers, including government Anganwadi workers, NGO partners' staff, and our own frontline workforce, with training, tools, and data, enabling them to combat malnutrition within their communities.

Recognized for excellence, we've earned the CSR Health Impact Gold Award, won the Data4GoodExchange competition, and been part of the N/Core accelerator program and the esteemed Mulago Fellowship (2023).

About the Program Design vertical: This vertical at FMCH is dedicated to creating transformative solutions to address malnutrition challenges in India. This involves innovating, developing content for interventions that drive impact and providing training & support to on-ground teams for successful program delivery. It ensures scalable & modular program design through FMCH's proprietary Nutree app, Nutri bot, and training modules for multiple internal and external stakeholders (families, field officers, program associates, managers, anganwadi workers & external partners).

VISION:
At FMCH, we are building a D2C product- NutriBot that will be used by families with pregnant mothers, lactating mothers and children between 0-2 years. The vision for the chatbot is that mothers should say that the bot is a "Trusted source, that helps with easy practices that make my kid healthy and make me a confident mom."

ROLE SUMMARY

We are looking for a consultant with a specialization in conversational design. This is a temporary (project-based) position, which may be extended depending on the mutual alignment of the need of the organization and the interest/fit of the candidate.

Roles and Responsibilities include:-

1. Requirements Gathering
   a. Collaborate with the team to understand project objectives and user needs.
   b. Conduct interviews or workshops to gather insights on desired chatbot functionalities and use

cases.

2. User Experience (UX) Design
    a. Design conversational flows that provide a seamless user experience. Use FMCH content and turn it into content for a chatbot-based service the msgs need to be creative and engaging for our users
    b. Create user personas and scenarios to inform message design.
3. Content creation and Message Flow Development
    a. Develop and document detailed message flows, including user intents, bot responses, and decision trees.
    b. Ensure message flows are intuitive and align with the user's journey. Write engaging and concise chatbot scripts that reflect the brand's voice and tone. Messages should be short, engaging, bite-sized.
    c. Create variations of responses to ensure a natural conversation and avoid repetition.
    d. Create or source media content (images, videos, audio clips) to support message flows.

Skills Required

- Strong communication and interpersonal skills.
- Experience in UX design, conversational design, or similar fields.
- Knowledge of chatbot platforms and technologies.
- Ability to work collaboratively in cross-functional teams with ownership of content creation and media design.

Remuneration: 50,000-60,000 for full project (based on experience)

Hiring Process :
1. Email of interest: Send your CV & 2 work samples to recruitment@fmch-india.org. The work samples can be training materials or presentations you have created in the past.
2. Phone Interview: Depending on your email, we will call you for a preliminary interview
3. Pre-work: Depending on the interview, we will share pre-work which you need to complete within 48 hours
4. Interview with Manager: Depending on your pre-work, we will call you for an in-depth technical interview based on but not limited to the pre-work.
5. Interview with Director/CEO: Based on the technical interview you will have a final chat with FMCH Director/CEO

A typical recruitment process for this role takes about 1-2 weeks. Immediate joining.