



GOVERNMENT OF ASSAM
OFFICE OF THE DIRECTOR OF MEDICAL EDUCATION, ASSAM
SIXMILE, KHANAPARA, GUWAHATI-22

Terms of Reference for Consultant - Instructional Design & Visual Communication, Nursing Education

A) BACKGROUND AND OBJECTIVES OF THE PROJECT:

The Directorate of Medical Education, Assam was established in 1984 under the Health & Family Welfare Department, Government of Assam. The Directorate plays a key role in overseeing medical and health professional education and training in the state.

In alignment with its goals to strengthen health education, an MOU between the Novo Nordisk Foundation (NNF) and the Srimanta Sankaradeva University of Health Sciences (SSUHS), was signed on August 12, 2024. This MOU establishes collaboration to build institutional capacity for the education of nursing professionals, with a focus on addressing cardio-metabolic diseases.

This MOU will enable quality enhancement and innovation in the education of health professionals in the Regional College of Nursing (Guwahati) under the Partnership for Education of Health Professionals (PEP) programme. The Project Implementation Unit (PIU) is headed by the Principal, Regional College of Nursing.

The Regional College of Nursing (RCN), a pioneering public nursing institution in the North-Eastern Region (NER) of India has been identified as the site for establishing a Centre of Excellence in nursing education (CoEN) as part of state-wide reforms by the Government of Assam supported through a World Bank funded Project called Assam State Secondary Healthcare Initiative for Service Delivery Transformation (ASSIST) under AHIDMS, MERD to the Govt. of Assam. The proposed project focuses on institutional capacity development that will empower RCN as part of the CoEN to become a mentor institution to establish upcoming nursing educational institutions in Assam.

In the long-term, it will lead to:

- Improved nursing education in the state of Assam, to support cardio-metabolic diseases (CMD) prevention and care focused on vulnerable people in the state and the larger Northeastern region.
- Improved opportunities for female health professionals

With this background, the project intends to hire a short-term **Consultant –Instructional Design & Visual Communication, Nursing Education** as a contractual member of the Project Implementation Unit (PIU) **under NNF Supported project RCN-SSUHS**. The detailed scope of work is defined below.

B) Objective(s) of the Assignment:

The Consultant will support the Nursing College in transforming subject-matter inputs provided by nursing faculty into high-quality, standardized and learner-friendly audiovisual and graphical educational resources for undergraduate/postgraduate nursing education, skills training and continuing education.

The Nursing Faculty will remain responsible for the clinical and academic accuracy of the content, while the Consultant will be responsible for its instructional treatment, visualization, design and production.

C) **Scope of Work:**

The Consultant shall undertake, but not be limited to, the following activities:

1. Work closely with nursing faculty to understand the learning objectives and intended audience for each topic.
2. Convert faculty-provided content, protocols, procedures and teaching material into:
 - Infographics and illustrated teaching aids
 - Clinical/process flowcharts
 - Anatomical and procedural illustrations
 - Nursing procedure step-by-step visual guides
 - Posters and wall-based learning aids
 - PowerPoint/interactive teaching modules
 - Short educational videos and animations
 - Demonstration videos for nursing procedures
 - Digital content suitable for LMS/e-learning platforms
 - Patient-education material, where required
3. Apply principles of instructional design, ensuring that complex clinical information is simplified without compromising accuracy.
4. Develop a common visual identity and template library for nursing educational material so that content across departments has a standardized appearance.
5. Coordinate photography/videography, voice-over, animation and post-production where required.
6. Incorporate faculty review comments and produce final editable as well as publication-ready files.
7. Develop an organized digital repository of reusable graphics, icons, illustrations, templates and audiovisual assets for future use by the College.
8. Ensure that all materials comply with applicable copyright, consent, confidentiality and patient-privacy requirements.

D) **Job Responsibilities:**

- A. Development of **competency-based audio-visual self-learning modules and digital/multimedia educational materials** aligned with the nursing curriculum, learning objectives, and required competencies. This shall include preparation of engaging and learner-friendly content using videos, presentations, demonstrations, animations, case-based materials, and other appropriate digital resources.
- B. Assessment **modules for critical nursing education:** This may include skill-based assessments, case scenarios, checklists, quizzes, and other appropriate assessment methods.
- C. **Coordination with faculty and subject experts for content validation and quality assurance:** Ensure that the materials are technically accurate, evidence-based, curriculum-aligned, and appropriate to the learning needs of nursing students.
- D. **Any other tasks or responsibilities related to the assignment as may be assigned by the RCN from time to time.**

E) **Qualification: Essential Qualification:**

Bachelor's/Master's degree or professional qualification in Graphic Design, Visual Communication, Animation, Multimedia, Instructional Design, Educational Technology or Digital Media.

Highly desirable:

- Previous experience in healthcare, medical education, nursing education, public health, life sciences or scientific communication.
- Experience developing e-learning/interactive learning modules.
- Understanding of instructional design principles and adult learning.
- Experience in medical illustration, animation or clinical procedure videos.

F) **Age: Maximum 40 years as on 1st January 2026.**

G) **Experience:** Minimum 5 years of post highest qualification experience in blended learning, e-learning content development, multimedia production, educational technology or digital learning projects.

H) **SALARY AND SERVICE TERMS IN BRIEF:**

a) Consolidated Pay in the range of **Rs. 70,000/- (Rupees Seventy Thousand) to Rs. 90,000/- (Rupees Ninety Thousand)** per month. The selected candidate will be offered **30%** enhancement on the last drawn salary. However, in case the selected candidate's current remuneration with 30% enhancement comes below **Rs. 70,000/-** per month, the lower remuneration will be offered. Moreover, in case, the selected candidate's current remuneration with 30% enhancement exceeds **Rs. 90,000/-** per month, the highest pay range i.e. **Rs. 90,000/-** per month will be offered.

b) **Reporting and performance review:** Engagement of the **Consultant -Instructional Design & Visual Communication, Nursing Education** will be on a full-time basis. The **Consultant - Instructional Design & Visual Communication, Nursing Education** will report to the Principal, Regional College of Nursing. The incumbent shall be subject to performance appraisal on a quarterly basis, which will have a bearing in the overall assessment, during the contract period.

c) **Contract Term:** The assignment shall be on purely contractual basis. The tenure of contract is intended for entire duration of the project and shall be co-terminus with the project period. **However, the tenure is initially for eleven (11) months and will be extended upon his/her satisfactory performance.** The services shall be performed in accordance with the Terms of Reference (ToR) of the position as advertised and any additional task as assigned from time to time by the Principal -RCN.

d) **Leave:** The provisions of leave shall be as per the approved leave Policy of Directorate of Medical Education.

e) **Facilities to be provided:** The **Consultant - Instructional Design & Visual Communication, Nursing Education** will be provided with access to all the available documents, correspondence and any other information associated with the project. No clerical assistance or other facilities will be provided.

The DME, Assam reserves the right to cancel the recruitment process or modify the required qualification/experience/ number of the positions at any stage without assigning any reasons thereof.