

Background

Family Planning Association of India (FPA India) is a voluntary, non-governmental organization working for sexual and reproductive health and rights for all, including the marginalized, excluded and young people. Over the years, the programmes of the Association have evolved to cover a wide range of Sexual and Reproductive Health and Rights issues encompassing contraception, safe abortion, safe motherhood, adolescent reproductive and sexual health, child health, prevention and mitigation of gender-based violence (GBV), prevention and management of sexually transmitted and reproductive tract infections, cancers, non-communicable diseases, and addressing sub-fertility. The health services are provided through clinics and outreach programmes associated with 44 branches and projects of FPA India across India. We are seeking a consultant to support a network of medical clinics of FPA India to implement an agreed commercial strategy. The consultant will provide hands-on implementation support, adapting actions to each clinic's local context to improve income and long-term sustainability.

Role summary

- Develop and implement clinic/cluster implementation plans aligned to the commercial strategy.
- Support clinics to deliver operational actions that improve conversion, service uptake and revenue.
- Provide practical support on pricing, service launches, and new delivery models.
- Coordinate delivery with the FPA India and clinic teams; and UK team; track progress and report results.

Key responsibilities (implementation support)

- Develop and implement a 12-month implementation roadmap and monthly action plans (per clinic or cluster), with owners and timelines.
- Conduct rapid local context assessments (demand, competitors, referral pathways, price sensitivity) and tailor actions accordingly.
- Support pricing changes (price positioning, bundles, promotion rules/discount governance) and ensure clinics execute agreed updates.
- Support launch and scale-up of new/underutilized services (e.g., ultrasound): readiness checks, patient journey design, demand generation and utilization tracking.
- Scope and support pilots for new models of delivery (e.g., outreach/pop-ups, partnerships/referrals, corporate/B2B channels, digital-enabled pathways where appropriate), including lightweight business cases.
- Support operational improvements that increase conversion and retention (inquiry handling, booking, reminders, follow-up and cross-referrals), including simple SOPs/tools and staff coaching.
- Update performance tracking (dashboard) and deliver monthly reviews/reports with insights, risks and next steps.

Location: Mumbai (with travel to FPA India clinics as required)

Contract duration: Initially 6 months

Remuneration: commensurate with experience and qualification.

Required experience and skills

- Proven experience implementing commercial growth initiatives in service settings (healthcare/clinics preferred).
- Strong operational problem-solving and ability to translate strategy into practical workflows and tools.
- Comfortable working with targets, funnels and basic dashboards; able to iterate based on performance.
- Strong stakeholder management across remote teams, associations and clinic teams.
- Understanding of ethical, SRHR-sensitive messaging and safeguarding/reputational considerations.
- Available to join immediately

Application Instructions

- Please submit your CV along with letter of interest outlining relevant experience by email to hr@fpaindia.org within 10 days of publication of job application with the Subject line: Application – Commercial Strategy Implementation. This job opportunity will be on an ongoing basis, till a suitable candidate is found.
- FPA India will only contact and give feedback to candidates who are shortlisted.

FPA India being national level organization in the field of Sexual & Reproductive Health with international network relationships provides best opportunity for personal growth and healthy work atmosphere. More details on our website: www.fpaindia.org

FPA India provides equal opportunity to all without any discrimination.

FPA India is committed to the safety and protection of children, young people and vulnerable adults. This position may involve interaction with these groups.

Since the Headquarters is in Mumbai, those in Mumbai or those willing to shift to Mumbai on their own may only apply.

Apply within 7 days to:

Director General

FPA India,

Bajaj Bhawan,

Nariman Point,

Mumbai – 400021

E-Mail: hr@fpaindia.org