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For the needs of the project “Click to support”, the New Generation Association is looking for graphic designer who will be creating and designing posts for online campaign and who will be also responsible to design online brochure.

This project was funded by the European Union, under the Iris network.

## **1. BACKGROUND INFORMATION**

### **1.1. Current situation in the sector**

The Blue Phone is a counseling line for children and young people launched by the Association "Nova generation" from Banja Luka in 2013. The service is anonymous and free for all mobile and fixed telephony in BiH, and is available every working day from 9 am to 5 pm. In addition to counseling by telephone, e-mail and chat counseling is also available. Phone calls are answered by active, educated counselors, who have completed two months education and are constantly re-educated in order to provide the best possible support to children. Till today, Blue Phone has received 23,000 calls.

With the onset of the coronavirus pandemic, on March 13, 2020, Blue phone, counselling line for children, expanded its field of action to adults who feel inconveniences and difficulties to adapt due to the crisis, with the goal of preventing and preserving the mental health of the population. From March 13 to January 2021, the Blue Phone received 416 calls related to the coronavirus situation.

According to call records, the most common reasons for calling are concern that they will become infected, seeking information about coronavirus, feelings of fear, anxiety, depression and loneliness, and disturbed family relationships.

Taking all the above, we want to enable the citizens of Bosnia and Herzegovina, especially children and parents, access to professional support to help them build strategies to overcome stress and thus reduce the negative consequences that can occur due to long-term exposure to stressful situations.

## **2. OBJECTIVE, PURPOSE & EXPECTED RESULTS**

### **2.1. Overall objective**

The overall objective of the project of which this contract will be a part is as follows:

Improving the mental health of children and parents in Bosnia and Herzegovina in the next 2 months.



## 2.2. Results to be achieved by the expert

- Created and designed 4 posts for Blue phone social networks and 4 illustrations for web site;
- Designed two online brochures.

## 3. SCOPE OF THE WORK

### 3.1. General

#### 3.1.1. Target groups

**Direct:** children and parents who need psychosocial support due the current situation with pandemic (if they feel scared, worried, anxious, depressed or they lost someone because of the Corona virus they can get telephone, chat or e-mail counselling)

**Indirect:** citizens of Bosnia and Herzegovina, professionals working with children and counsellors of Blue phone, child helpline.

### 3.2. Specific work

#### Scope of work:

- Attends meetings with members of the Blue Phone team in order to discuss objectives and requirements of the job;
- Creates and designs posts for the online campaign
- Designs brochures for professionals and parents
- Prepares montly reports that contain information about number of visits on website.

#### Duties:

- The expert will be in contact with project coordinator of the Blue phone throughout the process, on a regular basis informing about the process and seeking information and guidance as needed;
- The expert will create four posts for Blue Phone social networks and four illustrations for the Blue Phone website;



- The expert will design two brochures. One will be for the professionals who work with children and the second one is for parents;
- Created posts and designs should reflect the desired theme and tone of the communications;
- The expert will adhere to the time frame of the agreed work.

### Time frame

Activities:	Time frame:
Initial meeting and finalization of the plan task implementation	The second week of the project
Creating and designing posts for online campaign	From the third week until the end of the project
Designing brochure	Two weeks (sixth and seventh week of the project)
Submission of reports	By the 5th of the month for the previous month

## 3.3. Project management

### 3.3.1. Management structure

The project coordinator of Blue phone will be in charge of communication with the engaged expert as well as monitoring the implementation of project activities.

## 4. LOGISTICS AND TIMING

### 4.1. Location

Expert will be working from home and will meet with the Blue Phone team at their premises as needed.

### 4.2. Period of implementation of tasks

Period of implementation of the contract will be one and a half month from starting date.



## **5. REQUIREMENTS**

### **5.1. Staff**

#### **5.1.1. Experts<sup>1</sup>**

##### **Minimum expertise and skills that expert must possess:**

- Bachelor's degree in graphic design;
- Minimum 2 years of experience in designing and creating digital creative solutions customized for children (on social networks, web sites, for brochures);
- Familiarity with design softwares and technologies (such as Illustrator, Photoshop);
- Effective time management skills and the ability to meet deadlines;
- Language skills: English B1 Level or higher;
- Excellent communication skills.

## **6. REPORTS**

### **6.1. Reporting requirements**

Graphic designer will have to write monthly narrative report in English that will contain information about number of visits on web site and also number of designed posts and illustrations for each week.

## **7. BUDGET**

Maximum available budget for this position is 366.80 EUR.

The expert will be paid upon the completion of the project.

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<sup>1</sup> Note that civil servants and other staff of the public administration of the country cannot be approved.



## 8. APPLICATION

Interested applicants should submit their CV and financial offer (applicant should indicate the amount of compensation (EUR currency) expected within the engagement) to the following e-mail address: [maja.kovacevic@novageneracija.org](mailto:maja.kovacevic@novageneracija.org).