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For the needs of the project “Click to support”, the New Generation Association is looking for an expert who will be responsible for writing texts for online campaign of the project and also online brochure for parents and professionals working with the children.

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 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

- Written 4 texts for Blue phone social networks and 4 texts for web site;
- Written two online brochures, one for parents and one for professionals working with kids.

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;
- Writes texts for social media posts and web site
- Writes texts for two brochures
- Prepares montly reports that contain information about posts reach and engagement.

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 write 4 texts for Blue Phone social networks, four texts for Blue Phone website and two brochures (one for parents and the other for professionals working for children);



- 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 first week upon signing contract
Writing texts for online campaign	From the third week until the end of the starting date
Writing brochure	Two weeks (fourth and fifth 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 the Blue phone premises whose headquarters are located in Banja Luka.

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. Experts¹

Minimum expertise and skills that expert must possess:

- Bachelor's degree in Psychology and additional knowledge about trauma and its effect on children's mental health;
- Minimum of 2 years of experience in writing texts for children;
- Effective time management skills and the ability to meet deadlines;
- Language skills: English B1 level or higher

6. REPORTS

6.1. Reporting requirements

Writer will have to write monthly narrative report in English that will contain information about posts reach and engagement and also number of written texts for each week.

7. BUDGET

Maximum available budget for this position is 374.34 EUR.

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

¹ 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.