1. ABOUT THE VACANCY

<table>
<thead>
<tr>
<th>Name of the position:</th>
<th>Production of graphic design content My Home My Playground</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports to:</td>
<td>Social Director</td>
</tr>
<tr>
<td>Work place:</td>
<td>Remotely, with availability of Futbol Mas office in Mathare</td>
</tr>
<tr>
<td>Timing:</td>
<td>3 months</td>
</tr>
<tr>
<td>Application deadline:</td>
<td>Monday 8th of June 2020</td>
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</tbody>
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2. INTRODUCTION

Founded in 2008 in Santiago de Chile, we have grown into an international Sport for Development NGO with presence in 9 countries: Chile, Peru, Ecuador, Haiti, Paraguay, Mexico, France, Dominican Republic and Kenya. Every week about 11,500 children participate in our programme in challenging environments throughout Latin America, the Caribbean, Europe and recently also Africa. We’re a social and community-based programme using football as a vehicle for social change, inspiration and happiness. For more information go to [http://www.futbolmas.org/en/](http://www.futbolmas.org/en/).

At the moment we work in three communities of Nairobi, one in Mathare and two in Kibera. At the community levels the team of Futbol Más professionals consists of physical education or sports professionals and social sciences professionals (psychologist, social worker or related careers). As an office, we are growing into a regional office and aiming to increase our reach and partnerships.

3. ABOUT THE REQUIRED SERVICES

The COVID19 pandemic affected the community work of Futbol Mas greatly, given the nature of our methodology and its implementation model. Therefore, the COVID19 pandemic pushed the organization to reinvent itself and this is how the concept of My Home My Playground was born. It transfers the Futbol Mas methodology and its focus on keeping children and families physically active as well as focusing on mental health from
the community field or playground to the home. In this shift, the content undergoes changes, but the delivery and form as well. This is how the need for production of audiovisual and graphic content arose.

In this framework Futbol Mas is working in partnership with the United Nations agency for Refugees (UNHCR). A project has been designed to reach refugee families across Kenya with graphics, videos and audios with the intention to provide psychosocial support to refugee children and their families during this period of interruption of regular life in general and education in particular. As such, this project intends to complement the proposed continued learning by the Ministry of Education with psychosocial support.

For a reference of what kind of content, refer to our youtube channel Futbolmasorg (https://www.youtube.com/channel/UCyRSgSN42lGjXYStP3vZ_7A). In fact, review of the My Home My Playground (Mi Casa Mi Cancha in Spanish on the channel) content on our Youtube channel gives the best reference of the graphic line that is expected from this Terms of Reference.

The selected tender will and is expected to also give feedback from their experience into the production of the graphic content. The commitment is to produce 10 infographics tailored towards family resilience in coping with the COVID19 pandemic.

The Futbol Mas team will be responsible for the development of the content, but you will be responsible to give your input and design it into an attractive and easy to consume and understand infographic, both for children and adult family members, the caregivers for the children in particular. Through the graphic design team at Futbol Mas headquarters guidance and initial training will be provided to align with the Futbol Mas graphic design line. The infographics will connect both in terms of content and in terms of visual design with the audiovisual content part of this project.

4. KEY ROLES, RESPONSIBILITIES and COMPETENCIES

The key roles, responsibilities for these Terms of Reference are:

- Have in depth knowledge and skills of Adobe Illustrator and Photoshop.
- Produce 10 infographics (approximately 1 per week) for the My Home My Playground program
- Provide graphic design support in post-production of the audiovisual content to be produced as part of the program.
- Training on Futbol Mas graphic design to get familiar with the expected design.
- Coordination with the Futbol Mas Kenya team for production and defining the content
- Empathic and assertive communication to create the expected products in team work and understanding of the social objectives and intentions behind the products.
✓ Ability to work under strict timelines to comply with the overall work plan

ADDITIONAL COMMENTS

- The winning tender is expected to come from a duly registered and tax compliant company or individual

If you are interested to be part of our team in this creative phase of Fútbol Más in which the COVID19 pandemic has pushed us, send us your detailed proposal, including a financial offer, portfolio and CV to procurementkenya@futbolmas.org.