

**TERM OF REFERENCE**  
**PSYCHOLOGY AND MENTAL HEALTH APP CONTENT DEVELOPER**  
*(Consultancy Contract)*

Title	<b>PSYCHOLOGY AND MENTAL HEALTH APP CONTENT DEVELOPER</b> <i>(Consultancy Contract)</i>
Working Address	Remote and/or LeaderInYou Office
Report to	Project Manager and Project Co-Lead

**Background**

The **Youth Development Monitoring System (YDMS)** is a groundbreaking initiative led by **CÔNG TY TNHH KHAI PHÓNG TIỀM NĂNG LEADERINYOU**, herein after to called as “**LeaderInYou**” with funding from **GRAND CHALLENGES CANADA (GCC)**. This project aims to address the critical mental health challenges faced by Vietnamese youth aged 10-15 by integrating innovative technological solutions.

GCC envisions a world where innovation helps every person thrive, supporting scalable and sustainable interventions to improve lives globally. This initiative is part of the Global Health Innovation impact area under GCC, targeting early drivers of youth mental health issues. The YDMS platform will:

1. Enhance emotional regulation.
2. Reduce family conflict.
3. Improve family communication.

YDMS combines psychological expertise with cutting-edge IT solutions to offer real-time feedback, personalized interventions, and a supportive platform for youth, parents, and educators. This initiative aligns with Vietnam’s digital transformation policies and seeks to foster systemic changes in youth mental health.

One of the core components of YDMS initiative is to develop “**Me+**”, a mobile application serving as a “**School Psychology 4.0**” model — a digital-first, data-driven approach to mental health support for adolescents, families, and schools. By leveraging technology, Me+ will not only provide self-help solutions and resources but also serve as a bridge between youth, parents, teachers, and mental-health professionals.

LeaderInYou is looking for dedicated Psychology and Mental Health App Content Developers to design, customize, and implement content for the Me+ app, ensuring it is evidence-based, engaging, and user-friendly for adolescents, parents, and educators.

### MAIN TASKS AND RESPONSIBILITIES

The **Psychology and Mental Health App Content Developer** will play a pivotal role in ensuring the YDMS project achieves its objectives by providing expertise in youth psychology and mental health, while collaborating with IT specialists to design and implement effective solutions. Specific responsibilities include:

#### 1. Content Development and Customization

- Develop full content modules based on approved guidelines, covering three main aspects: emotional regulation, conflict resolution, and family communication;
- Create multimedia resources (e.g., videos, infographics, exercises, quizzes) that are adolescent-friendly, and suitable for parents and educators;

#### 2. Technical Integration and App Optimization

- Collaborate closely with the IT development team to integrate content seamlessly into the app;
- Provide input on user interface (UI) and user experience (UX) design to maximize engagement and usability;
- Ensure child safeguarding policy, privacy, and ethical guidelines are embedded within app functions;

#### 3. Pilot Testing and Feedback Loops

- Support user testing with adolescents, parents, and teachers to evaluate content relevance, usability, and impact;
- Collect and analyze feedback to refine content and app functionality before and after the public launch;

#### 4. Content Sustainability Planning

- Develop a strategy for regular post-project content updates;
- Provide templates, workflows, and recommendations for maintaining and expanding content libraries;

#### 5. Monitoring and Reporting

- Document lessons learned, challenges, and good practices during content development and testing process;
- Contribute to project evaluations and final reporting.

### EXPECTED OUTPUTS

- Full content modules on emotional regulation, conflict resolution, and family communication integrated successfully into the app;
- Multimedia resources (videos, infographics, quizzes, exercises) for adolescents, parents, and educators in line with developed content and integrated successfully into the app;
- Pilot testing completed, with feedback collected and app content refined;
- Sustainability plan for ongoing content updates, templates, and workflows;
- Documentation of lessons learned, challenges, and good practices;
- Contributions to project evaluations and a comprehensive final report.

**Term of Reference**

**PSYCHOLOGY AND MENTAL HEALTH APP CONTENT DEVELOPER**

**PROJECT TIMELINE AND DURATION**

The work will span 8 **months**, starting from **Oct 2025**, with the following key milestones:

- **Oct 2025:** Full content modules and multimedia resources development and integration;
- **Nov-Dec 2025:** Pilot implementation, feedback collection and content refinement;
- **Jan 2026-May 2026:** Content sustainability planning, documentation, and final evaluation.

**REQUIRED QUALIFICATIONS AND EXPERIENCE**

**1. Education:**

- Bachelor's degree or higher in Psychology, Mental Health, Education, Social Work, or a related field
- Additional training in digital content development, media production, or youth engagement is an advantage

**2. Experience:**

- At least 2 years of professional experience in adolescent and youth mental health and psychology programs, preferably in school-based or community settings;
- Proven experience in content creation and multimedia development (e.g., videos, infographics, interactive tools);
- Demonstrated ability to translate psychological knowledge into user-friendly and engaging content;
- Familiarity with UX/UI and experience working with IT teams or digital platforms is desirable;
- Knowledge of safeguarding policies, ethics, and privacy standards in digital health solutions is desirable.

**3. Skills and Competencies:**

- Strong communication and collaboration skills; ability to engage with youth, parents, educators, and mental-health and psychology experts;
- Creativity and innovation in designing adolescent-friendly content;
- Excellent research, writing, and analytical skills;
- Fluency in Vietnamese; proficiency in English is an asset.

**4. Other:**

- Open to and encouraging young professionals with demonstrated expertise and passion for youth mental health and creative content development.

**APPLICATION REQUIREMENT**

A team of 2-3 members is welcome to apply. The application package should include:

- A letter of interest from the team
- The CV of the team leader and all team members.

We will screen the applications and shortlists will be contacted for direct interview.

**Application Deadline: 22 Sep 2025**