



Invitation for tender: Freelance Play Developer

Short-Term Project (approx. June–October 2026)

Overview

We are looking for a creative and experienced freelance Play Developer to support the ideation and development of new resources, materials and designs for our 0+ and 3+ Play Libraries.

This is a hands-on, short-term project focused on developing high-quality play resources and content that support families to bring more play into everyday life. It's an ideal opportunity for someone with strong early years expertise, creative thinking and a deep belief in the value of play.

About us

At Boromi we believe that play belongs at the heart of childhood. That's why we're building a national network of play - *connecting more playful people, in more playful places, across more playful communities* - so that wherever families go, play belongs there too.

Our mission is to:

- Put more play into the hands of families and everyday spaces they go
- Bring people, places, and partners together to enable play
- Make play more visible, accessible and part of everyday life.
- Shift systems, mindsets and conditions so that play is valued and prioritised

You can find out more at www.boromi.co.uk, or @boromiHQ.





Project scope and timeline

The project will run from approximately June to October 2026 and will involve working across the development of our Play Libraries and supporting materials. You will:

Develop and curate play resources

- *Research and identify high-quality, developmentally appropriate materials (newborn to KS1)*
- *Curate resources that reflect Boromi's approach: simple, open-ended and child-led*

Review quality and suitability

- *Assess resources for developmental value, inclusivity, accessibility and safety*
- *Ensure all materials are relevant, engaging and appropriate for a wide range of families*

Create parent-facing content

- *Write clear, engaging and accessible handbook content across five developmental stages*
- *Translate early years knowledge into practical, everyday play ideas*

Support photography and visual content

- *Attend and support photography sessions capturing real families at play*
- *Create simple, high-quality imagery of play materials and setups*

Edit and prepare visual assets

- *Edit and format images using Canva to a high, consistent standard*

Support delivery and coordination

- *Contribute to planning, timelines and overall project delivery*
- *Work closely with the CEO and wider team to ensure alignment and quality*

This is a collaborative role, and we are looking for someone who can bring both structure and creativity to the process.

We anticipate the work will require approximately 5-10 days across the project period.



Person specification

We are interested in freelancers who can demonstrate:

- Strong experience in early years education and/or child development
- Experience creating content for parents or non-specialist audiences
- The ability to translate knowledge into simple, practical and engaging ideas
- Creative thinking and a strong eye for play opportunities
- Experience in visual content creation and editing, ideally confident in using Canva independently
- Excellent written communication skills
- High attention to detail and strong organisational ability

A genuine belief in the importance of play - and its role in everyday family life - is essential.

Submission

To apply, please submit a proposal (maximum 300 words) outlining:

- Your relevant experience and expertise
- Your approach to delivering the project
- Your availability and capacity between June and October 2026
- Your proposed day rate

Please also include 1–2 examples of relevant work (e.g. parent-facing content, early years resources, or visual materials). If you don't have direct examples, tell us about comparable work that demonstrates your approach.

Shortlisted applicants will be invited to discuss their proposals in more detail. You are welcome to include a CV alongside your submission.

We look forward to hearing from you!