

Terms of Reference: Short term Monitoring and Evaluation (M&E) Consultant

Project Title: Enhancing Nature Crimes Reporting and Community Awareness
Implementation Period: July 2025 – December 2025 (5 months)

Background

The Association of Media Women in Kenya (AMWIK), founded in 1982, is a national non-profit dedicated to amplifying women's voices in media, advancing gender equality, and harnessing the power of media to drive social change. Through its work in media development, digital safety, reproductive rights, women's economic empowerment, and governance, AMWIK has established itself as a leading voice in using media to foster accountability and societal transformation.

The project *Enhancing Nature Crimes Reporting and Community Awareness* seeks to address the growing threat of illegal wildlife trade (IWT) and nature crimes in Kenya, particularly in Kajiado County around the Maasai Mara ecosystem. These crimes are directly linked to organized criminal networks and have devastating ecological, social, and economic consequences, including biodiversity loss, human-wildlife conflict, and weakened community resilience.

To achieve its objectives, the project will engage stakeholders, build the capacity of journalists and community members to report and resist wildlife crime, engage youth and CBOs in conservation advocacy, and disseminate impactful stories to raise public awareness.

Given the complexity of the issues at hand, and the need for accountability and evidence-based reporting to the donor and stakeholders, AMWIK seeks to engage an independent Monitoring and Evaluation (M&E) Consultant. The consultant will design and implement an M&E framework to measure progress, document lessons learned, and assess the impact of project activities on communities, media practitioners, and conservation advocacy.

Terms of Reference (TOR): Monitoring and Evaluation Consultant

1. Objective of the Assignment

The M&E Consultant will be responsible for designing and implementing a comprehensive monitoring and evaluation framework for the *Enhancing Nature Crimes Reporting and Community Awareness* project. The purpose is to ensure effective tracking of progress, timely reporting to stakeholders, and documentation of lessons learned and best practices for future programming.

2. Scope of Work

The consultant will:

1. Develop an M&E Framework and Tools
 - Review project proposal and objectives.
 - Develop M&E framework, indicators, and data collection tools tailored to project activities.
 - Establish baseline indicators for journalists, community members, youth/CBOs, and awareness levels.

2. Monitor Implementation of Activities

- Track training workshops for journalists and community members.
- Monitor mentorship outputs (investigative stories produced and disseminated).
- Monitor CBO/youth engagement initiatives and advocacy outcomes.
- Collect data on community-level incident reporting and awareness activities.

3. Reporting and Learning

- Produce a final M&E report (Month 6) highlighting achievements, challenges, lessons learned, and recommendations.
- Document case studies of impact (e.g., stories that influenced policy/community action).

3. Expected Deliverables

1. Inception report with detailed M&E framework, tools, and baseline indicators (Month 1).
2. Case studies and documentation of success stories (Month 5).
3. Final comprehensive M&E report including performance against indicators, impact assessment, and recommendations (Month 6).

4. Duration and Level of Effort

The assignment will run from July to December 2025 (5 months). The consultant is expected to provide key deliverables due at inception, and project completion.

5. Qualifications

The ideal consultant should have:

- Advanced degree in Monitoring & Evaluation, Development Studies, Conservation, or related field.
- At least 5 years of experience in M&E, preferably with conservation, governance, or media-focused projects.
- Proven experience in developing and applying participatory M&E frameworks.
- Strong analytical, reporting, and communication skills.
- Experience working with NGOs, media organizations, and/or community-based initiatives.
- Familiarity with wildlife crime, conservation, and human-wildlife conflict issues in Kenya will be an added advantage.

6. Reporting and Management

The consultant will report directly to the Executive Director and work closely with the programmer manager.

7. Payment Terms

Payment will be made in three instalments:

- 50% upon submission of inception report and M&E framework.
- 50% upon submission and approval of final evaluation report.

Submission Details

- **Deadline:** All applications must be submitted by August 25th 2025, at 5:00 PM EAT.
- **Email Address:** Send your application to info@amwik.org with the subject line: *“Facilitator Application – Investigative Journalism and Ethical Reporting”*

