

TERMS OF REFERENCE (TOR) FOR MONITORING AND EVALUATION (M&E) CONSULTANCY

1. PROJECT BACKGROUND

The Association of Media Women in Kenya (AMWIK), with support from UNESCO's International Programme for the Development of Communication (IPDC), is implementing a project titled **"Empowering Journalists for Safety and Equity in Kenya"**. The project targets the counties of **Nairobi, Mombasa, Busia, and Kakamega** with an overall goal to contribute to a safer, more inclusive, and gender-responsive media environment in Kenya where women journalists can work without fear of violence, harassment, or discrimination.

The project focuses on four specific objectives:

- Strengthening digital safety and resilience among women journalists.
- Improving the mental health and psychosocial well-being of journalists.
- Promoting the adoption of sexual harassment policies in media.
- Fostering collaboration and knowledge-sharing across the media sector.

The primary beneficiaries comprise **60 female journalists from across Kenya** (spanning early-career, mid-career, senior levels, and including journalists with disabilities), while secondary beneficiaries include **media managers, media houses, and media stakeholders**.

2. OBJECTIVE OF THE M&E ASSIGNMENT

AMWIK seeks to engage a qualified Monitoring and Evaluation (M&E) consultant/firm to design and implement a robust M&E framework for the project. The consultant will track project performance, measure output, and outcome indicators against the stated objectives, and assess the overall impact of project components including the national hybrid launch, digital safety online training, psychosocial support workshops, policy advocacy, and stakeholder collaboration platforms.

3. SCOPE OF WORK

The M&E Consultant will undertake the following tasks:

- **M&E Framework Development:** Design a comprehensive results framework, including clear performance indicators, baselines, and targets aligned with the project's goals and specific objectives (Digital Safety, Mental Health, Harassment Policies, and Collaboration).
- **Data Collection Tools Design:** Develop qualitative and quantitative data collection tools (e.g., pre-, and post-training assessment templates, feedback forms for digital safety and psychosocial sessions, and institutional tracking tools for media houses).
- **Monitoring Implementation:** Oversee the collection and tracking of data across project activities, ensuring diversity and inclusion metrics (such as participation of journalists with disabilities and career stages) are captured.
- **Evaluation & Reporting:** Conduct mid-term and end-of-project evaluations, analyzing outcomes related to the 60 primary beneficiaries and secondary institutional stakeholders.
- **Reporting:** Prepare comprehensive progress reports and a final evaluation report detailing project results, lessons learned, and recommendations to ensure sustainability and visibility of UNESCO-IPDC support.

4. KEY DELIVERABLES

1. **Inception Report:** Detailing the proposed M&E methodology, work plan, and data collection tools.
2. **M&E Plan & Data Collection Tools:** Finalized framework and instruments for tracking project outputs and outcomes.
3. **Mid-Term Monitoring Report:** Reviewing initial implementation progress (including the project launch and early digital safety/psychosocial sessions).
4. **Final Evaluation Report:** A comprehensive end-line report assessing the impact of the project on a safer, more inclusive media environment for women journalists in Kenya.

5. QUALIFICATIONS AND EXPERIENCE

- Advanced degree in Monitoring and Evaluation, Project Management, Development Studies, Statistics, Social Sciences, or a related field.
- At least 5 years of professional experience in designing and implementing M&E systems for media development, gender equality, human rights, or civil society projects.
- Demonstrated experience in evaluating capacity-building initiatives, advocacy campaigns, and policy adoption processes.
- Strong analytical, data visualization, and technical report-writing skills.

6. APPLICATION PROCESS

Interested consultants/firms should submit their technical and financial proposals, including a CV and samples of previous relevant M&E work, to hr@amwik.org by **13th August 2026**.