



# Independent Consultant Communications and M&E Lead

Strengthening the SDGs Kenya Forum as an accountability  
platform for gender and development

## About the SDGs Kenya Forum

The SDGs Kenya Forum is a platform in Kenya that has been promoting civil society organisation (CSO) engagement with Kenyan government in all aspects of the Sustainable Development Goals (SDGs) since 2015, when the Forum was launched. The Forum uses a threefold approach:

- 1) Helping CSOs engage with national and county governments on policies and legislation to strengthen commitment, financing, planning and implementation of the SDGs
- 2) Empowering grassroots citizens to hold government to account through 'leave no one behind' dialogues
- 3) Building partnerships with the government, international agencies, the private sector, media and academics for the implementation of the SDGs.

Development Initiatives (DI) hosts the SDGs Kenya Forum Secretariat, and is a strategic partner in the implementation of the 'Strengthening the SDGs Kenya Forum as an Accountability Platform for Gender and Development' project funded by the Bill & Melinda Gates Foundation.

## Purpose of the consultancy position

SDGs Kenya Forum is looking for a Communications and M&E lead to join our dynamic team. The holder of this position will be crucial in:

- documenting – using written and audio-visual materials – the results, outcomes and impact of the Forum's projects and activities;
- providing recommendations on how data and information should be captured; and
- managing the access and exchange of information and knowledge using ICT, print, social media and visual media.

This position will report directly to the Program Lead at SDGs Kenya Forum.

The role will be 80% assigned to the ['Strengthening the SDGs Kenya Forum as an accountability platform for gender and development'](#) project, and 20% to other SDGs Kenya Forum program work and research.

## Technical duties

### Key duties

- Developing and implementing a Communications Strategy for the Forum that enables higher visibility and strategic positioning in the development sector.
- Developing and implementing a Monitoring and Evaluation (M&E) framework that will enable the Forum to measure results and the impact of its work.
- Actively supporting programme development, business pursuit and knowledge management initiatives.
- Capacity building of staff, volunteers and partners in communications, reporting and programme M&E.
- Contributing to growing the Forum's communications channels and body of evidence demonstrating quality programming.

### Communications and visibility

- Developing and implementing a comprehensive Communications Strategy and reporting framework.
- Providing technical assistance in the development of programme briefs and external marketing and communications materials.
- Regularly updating the webpage and social media pages; build capacity of staff to update the webpages and contribute to effectively to social media.
- Coordinating external communications and media liaison.
- Writing press releases and press statements as required.

### Monitoring and evaluation

- Developing M&E framework and plans; define project indicators and collect and review monitoring data in line with the Forum's programme areas, approaches and donor requirements
- Leading and contribute to impact assessment using qualitative and quantitative methods and other mixed methods.
- Ensuring the integrity and quality of data in reporting.
- Leading M&E, Learning and Accountability reporting to beneficiaries and donors.

### Supporting resource mobilisation

- Ensuring that funding proposals integrate robust M&E plans and communications strategies.
- Ensuring that communications materials and webpages communicate the impact of the Forum's work.

### Data Management and reporting

- Proactively demonstrating the value of M&E data by generating insightful analytical reports that add value by interpreting data and results.

- Interpreting outcomes of implementation through data or other evidenced-based sources and provide program recommendations as needed.
- Providing technical quality assurance in reports, research and evaluations.

### Capacity building

- Providing technical advice and support to the secretariat and member organisations' staff, volunteers and partners where necessary, in communications and monitoring and evaluation.

### Knowledge management

- Promoting learning agenda, collaboration, adaptive programming and knowledge-management activities

### Person specification

- A Bachelor's degree in communications, social sciences, development studies/economics, marketing or monitoring and evaluation.
- A minimum of four years' experience (and evidence of increasing responsibility during that time) working in Communications, Reporting and M&E for donor-funded development programmes e.g. DFID, USAID, EU and/or Foundations e.g. Bill & Melinda Gates, Mastercard, Ford Foundation; Open Society.
- Excellent communications and writing skills – able to express complex information in a simple and succinct manner in English and Swahili.
- Experience of developing performance indicators, conducting routine monitoring of data for donor-funded projects, and conducting participatory or impact evaluations.
- Experience writing reports, findings and recommendations in assessment or evaluations, especially under institutional donor contracts.
- Experience of development of knowledge management and communications strategies.
- Strong organisational skills.
- Strong proficiency in MS Office suite (Word, Excel, Outlook, PowerPoint) with ability to analyse and interpret data using Excel, MIS online reporting tools, or statistical packages such as SAS, SPSS, STATA or EPINFO.
- Ability to coordinate well with personnel within and outside the project, meet deadlines and work with minimal supervision.
- Excellent relationship management skills.

## About Development Initiatives

DI, host of the Kenya SDGs Forum, is an independent international development organisation working on the use of data to drive poverty eradication and sustainable development.

We work to ensure that decisions about the allocation of finance and resources result in an end to poverty, increase the resilience of the world's most vulnerable people, and ensure no one is left behind. We want these decisions to be underpinned by good quality, transparent data and evidence on poverty and resources, and lead to increased accountability and sustainable long-term outcomes.

DI was established in 1993, and since then our partnerships across the world have enabled us to expand from a small organisation in south-west England to a staff of over 70 people working in Brazil, Kenya, Nepal, Uganda, the UK and the US.

## Our work

We believe there are enough resources in the world to consign extreme poverty to history, but poor or inaccurate information means these resources are not reaching those who most need them. While data alone will not end poverty, it is a vital catalyst for increasing knowledge, providing clarity and improving decision-making at local, national, regional and global levels.

Our work focuses on three key areas:

- 1) Measuring the progress of people out of poverty  
Our work on poverty is about driving commitments and investment towards improving poverty data, and drawing on existing data to start building a clearer and more accurate picture of poverty.
- 2) Investments to end poverty and build resilience  
Our work on resources is about informing national, regional and international actors on how to mobilise, track and improve the targeting and effectiveness of the many different resources that can address poverty, vulnerability and crisis.
- 3) Data use of sustainable development  
Our work on data use is about breaking down barriers to data use, improving data availability and usability, and helping people use data effectively in order to drive efforts to end poverty and build resilience.

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Development Initiatives (DI) is an international development organisation that focuses on putting data-driven decision-making at the heart of poverty eradication.

Our vision is a world without poverty that invests in human security and where everyone shares the benefits of opportunity and growth.

We provide rigorous information to support better decisions, influence policy outcomes, increase accountability and strengthen the use of data to eradicate poverty.

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