

## **Call for Expression of Interest Support for Monitoring and Evaluation Planning**

### **Background**

BBC Media Action is the BBC's international development charity. We use media and communications to reduce poverty and promote human rights in developing countries. We partner with civil society, local media and others to produce creative programmes in multi-media formats which inform and engage audiences around key development issues and strengthen the media sector through capacity building. Our work is built on insights from our research and engagement with communities and is focused on three key themes: governance and human rights, health and resilience.

BBC Media Action has been working in [Myanmar](#) since 2013. Our projects include radio, TV and social media productions, community outreach, research and substantial media training components.

BBC Media Action employs a local research team which is working on these projects in Myanmar. In some instances, this team works collaboratively with local research agencies or consultants to deliver outputs with an overall technical support from the London based Research and Policy team.

### **Project details**

Since 2016, BBC Media Action has been implementing the '[Yay Kyi Yar](#)' (Towards clearer waters) media and communications project in Myanmar. *Yay Kyi Yar* has used national and local media platforms to support migrants and source households to make informed decisions about migration and financial management. This project is funded by the Livelihoods and Food Security Trust (LIFT) consortium.

The project is now entering a second phase, which moves to focus on supporting local and national level media development in Myanmar. BBC Media Action will deliver a media capacity strengthening project designed to support a more informed media discourse on labour migration within Myanmar and increased dialogue between key stakeholders – government, employers, trade unions, civil society, migrants and their families – on labour migration governance and decent work initiatives. The activities from the second phase of the project will last from April 2019 to September 2020, and will include:

- **Media and Migration Training** – Media and migration training events with participants from CSOs, INGOs and government staff.
- **Editorial Masterclass on Migration** – Training of editors and senior reporters from national media agencies.
- **Coaching and capacity strengthening with local media partners** – Working with ethnic or regional media partners to increase their skills in producing content related to migration and decent work.
- **Television Discussion Series** – Production of 11 television discussion programmes, including regional and national discussions.

- **Digital Content Production** – Regular Facebook content on labour and migration themes.

As part of this second phase of the project, we are seeking expressions of interest from individual practitioners with experience in media or communication for development, who could advise and support our national research team, based in Myanmar, to review and advise on the project's monitoring and evaluation plan.

### **Research activities**

BBC Media Action uses research throughout the lifecycle of a project to monitor and evaluate the impact of our interventions. The extension of the project will draw heavily on the research conducted during the current phase of the project, including formative audience research completed in 2016, a qualitative evaluation carried out among listeners of the Yay Kyi Yar programme in 2018, and a nationwide quantitative survey from December 2018.

The majority of the research planned for this phase of the project is smaller-scale and qualitative in nature. The studies will be focused at the audience and practitioner levels. This will include formative research at the beginning of the project, monitoring throughout the activities, and an evaluation for different strands of activities at the end of the project. Together, these findings will provide an understanding of the outcomes from exposure to the project's capacity-strengthening activities and programming.

### **Consultant requirements**

We are seeking an individual consultant (or a named individual working within an agency) to provide support to the research team in Myanmar to advise on an appropriate monitoring, evaluation and measurement plan for the multiple strands of the project. In particular, the consultant would need to:

- Undertake background reading and attend briefings with the Myanmar research team and other primary stakeholders, to gain familiarity with the project
- Review the existing indicators and, if needed, advise on relevant, measurable indicators for the project which match the donor's overall measurement plan
- Support the design of a comprehensive research, monitoring and evaluation plan for the project
- Provide expert input into the design of planned research activities
- Throughout the assignment, support the Myanmar-based research and project teams to develop their skills in the area of monitoring and evaluation.

The following skills and experience of the consultant would be expected:

- Substantial experience in media development/media capacity building projects
- Strong evaluation expertise, including experience evaluating capacity strengthening initiatives
- Strong research and evaluation background/skills
- Considerable experience in designing robust monitoring and evaluation plans using mixed research methods
- Experience in the communication for development sector
- Desirable: understanding of governance and/or labour rights issues in Southeast Asia
- Desirable: understanding of the Myanmar research landscape

The consultant would need to be available from the end of May 2019. This assignment can be completed remotely, however, Myanmar-based consultants would be expected to meet with BBC Media Action stakeholders in person. The work must be concluded and submitted to BBC Media Action by mid-late June 2019.

**How to express interest**

Please send a short letter covering your relevant skills and experience. Please also include a CV, expected timeframe to complete this work, and expected day rate.

Any examples of monitoring and evaluation frameworks from relevant projects would also be welcomed. Applications are welcomed from Myanmar nationals and international consultants.

Please send your submission to: [anna.colquhoun@bbc.co.uk](mailto:anna.colquhoun@bbc.co.uk) by 5pm UK time on 17<sup>th</sup> May 2019.