

Call for Proposals: Consultants for End Line Survey and Program Evaluation

The Nigeria Media Innovation Program (NAMIP) is seeking proposals from experienced monitoring, evaluation and learning consultants to carry out an end line survey and program evaluation.

NAMIP is an initiative of the Media Development Investment Fund (MDIF). MDIF invests in independent media around the world providing the news, information and debate that people need to build free, thriving societies. The, Nigeria Media Innovation Program is a 3-year media development initiative that accelerates digital media innovation and sustainability among independent media outlets in Nigeria. Since 2022, NAMIP has supported 28 media organisations that formed the NAMIP cohort.

NAMIP is designed to be more than a fund and focuses on a broader set of interventions required to advance media sustainability. Through a combination of grants, coaching and tailored technical assistance, NAMIP seeks to increase the capacity of independent media, from early-stage outlets to established organisations, providing them with the tools they need to develop and continuously revise their models on the path to sustainability.

Interventions have included needs-based workshops and trainings, support from experts/consultants, community sharing and learning, and other bespoke assistance. NAMIP has regularly provided participants with the tools media need to experiment, so they can grow revenues and reach new audiences.

Objectives

The end line survey will include collection, verification and analysis of quantitative and qualitative data corresponding to the level of attainment of program indicators.

Using the program's theory of change, the final evaluation will assess and document across various formats, the outcomes and changes arising from program interventions in relation to media independence, financial resilience and diversification of revenue streams for media.

The survey will examine levels of achievement of the program's goals and outcomes, establish its effectiveness, efficiency and sustainability while identifying and documenting key lessons learnt and best practices for the media ecosystem's development.

The end line survey will evaluate program impact with using various models for measuring impact while also providing benchmarking and comparative analysis report that measures program's performance and achievements against similar media support interventions within the country, region, and internationally.

Target Audiences

The evaluation will provide MDIF, our funders, NAMIP participants, other stakeholders, and stakeholders working to preserve media sustainability and independence an assessment of the program's change theory performance. The evaluation results, conclusions, learnings and recommendations will serve to inform stakeholders in the design and implementation of subsequent phases or future media development programs as appropriate.

The study report will be shared with stakeholders through existing regular meetings with different key stakeholder groups and will be published in line with requirements for all MDIF programs.

Scope of Work

The endline survey and program evaluation will cover the entire NAMIP duration until the evaluation's start and take into consideration ongoing activities. Although the scope of the evaluation does not include the inception phase of the project (February 2022-June 2022), the evaluator should consider that phase as contextual background in framing the evaluation's findings and conclusions.

The evaluation will look at the primary target beneficiaries who comprise exclusively of NAMIP's 28 participants onboarded at different stages throughout the program lifespan. The evaluation will explore their progress against the canvas of Nigeria's unique media and funding landscape.

Evaluation criteria

The evaluation will assess project performance against effectiveness, efficiency, impact and sustainability criteria.

- Effectiveness: How effective has the program been in delivering results and in strengthening financial and operational resilience of independent media organisations thus providing a stronger framework for them to continue to provide critical information needed for thriving societies?
- Efficiency: To what extent has the program delivered its results as measured by its theory of change and in a cost-effective manner?
- Impact: What are the cumulative and/or long-term effects expected from the project, including contribution towards the intended impact, transformative, positive, stalling or negative impacts, or intended or unintended changes?
- Sustainability: To what extent are the project's results likely to be sustained in the long term?

Deliverables

All deliverables under this assignment are internal to the evaluation team, MDIF and NAMIP's funder, unless otherwise stated by the NAMIP team. Key evaluation deliverables are as follows.

- **Inception Report and Work Plan**

This report will summarize the agenda and conclusions of the inception meeting. During the meeting, the evaluation team will review and discuss the scope of work in its entirety, clarify team member roles and responsibilities, and clarify any logistical and administrative procedures for the assignment.

Based on the outcome of the inception meeting and report, the evaluation team will provide a revised work plan to the NAMIP team who will provide any necessary feedback or edits, after which the evaluation team will submit a final version of the document.

At a minimum, the work plan should include (a) a task timeline, (b) a description of the methodology to answer each evaluation question, (c) team responsibilities, (d) document review process, (e) key informant and stakeholder meetings, (f) site visits details, and (g) draft and final report outlines.

- **Evaluation Plan**

This deliverable will expand upon the analysis and approaches/methodologies proposed by the evaluator in the technical proposal. It will serve as a guiding framework for the rest of the evaluation and will be included as an annex in the Final Evaluation Report. The evaluator will

describe the data collection instruments to be applied and how they will be applied during the evaluation. After acceptance of the evaluation methodology and data collection instruments by NAMIP, the evaluator test and deploy survey instruments.

- **Weekly Updates**

To ensure ongoing communication, the Evaluation Team will provide a bulleted weekly email update to NAMIP reporting on progress. Expected delays should be communicated immediately to NAMIP to allow quick resolution and to minimize any disruptions to the evaluation plan. Emerging opportunities to strengthen the evaluation should also be discussed with the NAMIP team as they arise.

- **Evaluation Mid-stage Check in**

This virtual check-in (physical if feasible) will be attended by NAMIP, and the evaluation team. meeting will serve to present and discuss the key findings, conclusions and recommendations stemming from the evaluation. Input from the meeting can be used to refine the draft Evaluation Report.

- **Draft Evaluation Report**

First draft of the evaluation report should be submitted to NAMIP two weeks upon conclusion of data collection and verification. The draft evaluation report will contain full structure of the report (a content schedule and not necessarily the completed content yet) for approval, early findings, conclusions and recommendations. At this stage, the draft evaluation report should outline a thoughtful, well-researched and well-organized effort to objectively evaluate what worked with NAMIP participants, what did not work, and why.

- **Documented “change maps”**

The evaluation team will develop a Change Map for each organisation. This will outline all interventions invested into each organization and include planned and unplanned outcomes. Using the six models of impact as framework, change map for each participant will be developed.

- **Thematic deep dives**

The evaluation team will provide a series of insights papers that explore outcomes against each of the stipulated program development areas i.e. audience, digital, organisational, product and revenue.

- **Learning Paper / Best Practices Brief**

A synthesis paper summarizing key lessons, innovations, and best practices emerging from the program, with recommendations for media development stakeholders.

- **Report Summary – Testing NAMIP’s theory of change**

The evaluation team will submit a detailed learning document as a stand-alone brief that clearly outlines how the evaluation design compared NAMIP’s theory of change with revealed outcomes; key findings and lessons learned and other relevant considerations that will serve to share learnings with media development organisations and media stakeholders.

- **Final Evaluation Report**

The evaluation team will submit the Revised Draft Evaluation Report to NAMIP. To the extent possible, all information in all formats that is compiled from evaluation of this program should be (i) provided in an electronic file in an easily readable format; and (ii) organized and fully documented for use by people not fully familiar with the project or the evaluation. The application should include proposal final evaluation report template.

NAMIP will review and edit the Revised Draft Evaluation Report as needed and engage the Evaluation Team Leader in this process. When the final draft is approved, NAMIP will publish the report across different channels. The selected consultant will be invited to present report insights at a NAMIP closeout event in July 2025.

Resources

The available budget for this engagement is up to \$8,000 over a period of three months.

Proposal Structure and Required Documentation

Proposals should come in two sets including a technical proposal and cost proposal in separate files, with all pieces of the proposal labeled clearly.

The proposal's submission should include each of the following sections:

1. Technical Proposal

The technical proposal should include:

- **Organization Information:** Briefly describe the history, vision/objectives of the organization, legal/registration status, and organizational structure. This should list legal business name, authorized contact including address, phone number and email.
- **Analysis and Proposed Approaches/Methodologies:** Describe the proposed approaches and methodologies for addressing the scope of work outlined above. Describe the proposed methods for data collection, verification and analysis. This section should include information on how data will be collected and analyzed, including the software to be used and the analytical approach taken. Explain the perceived risks related to the assignment and proposed actions to mitigate them (particularly time and respondent non-response risks). This should also outline any ethical considerations including issues of consent and plans for protecting privacy.
- **Work Plan:** This section should propose an activity-based work plan that is consistent with the timeline, technical approach, and methodology described, structured around key milestones of the evaluation process. A Gantt chart can also be used to illustrate the work plan.
- **Proposed Level of Effort:** As a response to the scope of work, applying proposals should include the total number of person-days required at that skill level to fulfill each of the evaluation activities.
- **Technical Experience and Past Performance References:** Proposals should include details of the organization's technical capacity to conduct monitoring and evaluation in general – with particular focus on final evaluations. Reference information should include location, a brief description of the scale and scope of work performed, and the current contact phone number of a responsible and knowledgeable representative of the organization. The NAMIP team reserves the right to contact these projects as an organizational reference as part of the selection process.
- **Sample Technical Output (Annexed/Attached):** Proposal annexes should include links to or documents of one or more examples of final, publicly accessible outputs/reports of applicant's past work that relates to mid-term, final evaluation, end line study, survey of multidimensional change level development projects.
- **Personnel and Team Composition:** List and details of personnel on the proposed

evaluation team should be included. CVs of all key personnel should be included as an annex to the technical proposal.

List of Key Deliverables and timeline

Deliverable	Start Date	End Date
Applications	May 13, 2025	May 26, 2025
Consultant selection and approval	May 26, 2025	May 30, 2025
Commencement of evaluation with draft Inception Report	June 02, 2025	June 09, 2025
Final Inception Report with Evaluation Plan	June 09, 2025	June 09, 2025
Weekly Email Updates	June 02, 2025	August 31, 2025
Mid-stage Check-in meeting	June 20, 2025	June 16, 2025
Draft Study Report	June 26, 2025	July 02, 2025
Change Maps and Thematic Deep Dives	July 02, 2025	July 07, 2025
Best Practices Brief	July 07, 2025	July 14, 2025
Report Summary	July 14, 2025	August 01, 2025
Final Study Report	August 01, 2025	August 14, 2025
Reviews, guidance & prep for close-out event	August 01, 2025	August 30, 2025
Presentation of report (interim or final) at July conference	July 30, 2025	July 30, 2025

Some Selection Criteria:

- Proven experience in conducting end line surveys and program evaluation, analysing and interpreting data and producing evidenced-based narratives.
- Strong understanding of the media landscape in Nigeria, particularly the challenges and opportunities faced by independent media organizations.
- Ability to capture the essence of individual and collective journeys of growth through storytelling.
- Excellent writing and communication skills, with the ability to create clear and concise narratives for diverse audiences.
- Strong project management skills and ability to meet deadlines.

Deadline for Submission:

Please submit your proposals through the following [link](#) by **May 26, 2025**. Shortlisted applicants will be contacted by May 30, 2025, and the selected consultant will be expected to begin work by early June.

Selection Process:

A selection committee will review all proposals and shortlist qualified candidates for an interview. The final selection will be based on the consultant's qualifications, experience, and proposed approach.

We look forward to receiving your proposals!