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ECOWAS Commission  
Department of Agriculture, Environment and Natural Resources  
Directorate of Agriculture and Rural Development

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# Terms of Reference

**Consultant to manage the content of the ECOWAP Web Based  
M&E System**



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## 1. Overview

<b>Title:</b>	Consultancy to manage the content of the ECOWAP Web based M&E system
<b>Type of contract:</b>	Individual Consultant
<b>Duration of contract:</b>	One year, renewable depending on the availability of funds
<b>Summary:</b>	The consultant is required to periodically review the content of the ECOWAP web platform and ensure the content is up to standard and in line with expectations of the Directorate of Agriculture and Rural Development.



## **2. Background and context of the assignment**

### **2.1 About ECOWAP/CAADP**

ECOWAP is the regional agricultural policy adopted and used across the Economic Community of West African States<sup>1</sup> (The ECOWAP, 2005). It sets out a vision of a modern and sustainable agriculture based on effective and efficient family farms and the promotion of agricultural enterprises through the involvement of the private sector. Once productivity and competitiveness on the intra-community and international markets are achieved, the policy should be able to guarantee food security and secure decent incomes for agricultural workers.

Its general objective is to “contribute in a sustainable way to meeting the food needs of the population, to economic and social development, to the reduction of poverty in the Member States, and thus to reduce existing inequalities among territories, zones and nations.” The ECOWAP’s global objective is sub-divided into three main objectives: (1) Promote strategic products for food security & food sovereignty; (2) Promote an enabling environment for regional agricultural development and (3) Reduce food insecurity and promote sustainable access to food.

The ECOWAP as a policy has in addition other policy instruments including the Regional Agricultural Investment Plan - Food & Nutrition Security (RAIP-FSNs) and the National Agricultural Investment Plans - Food & Nutrition Security (NAIP-FSNs). The ECOWAP and its other policy instruments are supported by a regional ECOWAP M&E system that consists of institutional structures and processes, content, and outputs of the reporting requirements to be met by different entities but each striving towards cumulatively achieving the goals of ECOWAP at the regional level, which in turn contributes to CAADP goals at the continental level.

### **2.2 ECOWAP/CAADP M&E mechanism**

The ECOWAP Monitoring and Evaluation Unit at the regional level is based at the Directorate of Agriculture and Rural Development (DARD) under the Department of Agriculture, Environment & Natural Resources. It is a unit within the DARD, that became quite operational in 2015 with dedicated responsibility for M&E of all initiatives (policies, programs, projects) undertaken within the framework of ECOWAP/CAADP. This unit plays the role of synthesizing, analyzing, storing, managing and reporting aggregate results of the overall performance of the ECOWAP/CAADP framework to the Advisory Committee for Agriculture and Food (ACAF) composed of compact partners and stakeholders. The data/information that feeds into this synthesis are: a) the data/information collected and reported by the M&E units

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<sup>1</sup> Benin, Burkina Faso, Cape-Verde, Côte d’Ivoire, the Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Niger, Nigeria, Sierra Leone, Senegal and Togo



located at different implementing partners operating at regional level, and b) from each member state's data coordinating committees. The ultimate is to have the M&E data collected and aggregated at the national level, which will eventually flow to regional level and then to continent level. At each level, the information is processed and aggregated to add value to generating knowledge that can be used as an input into joint decision making. As such, well-resourced units/offices of M&E at each of these units of aggregation (national and regional) and M&E reporting units (i.e., project implementers) are the backbone of an efficient and functional M&E system for the overall ECOWAP/CAADP.

The M&E units located at two main levels of organization (national and regional) are supported by two resource and technical partners—1) the Africa-wide knowledge support network with ties to regional (ReSAKSS) and national levels (SAKSS); and 2) the network of national and regional agricultural information systems (ECOAGRIS). These partners contribute to the overall M&E system mostly in the strategic planning steps and in tracking national aggregate level sector performance and welfare indicators. Unlike the network of M&E units, these are only suppliers (or synthesizers) of data/information for country and regional level M&E units/offices.

Significant efforts were also made towards implementing an effective ECOWAP/CAADP monitoring and evaluation in order to feed the system with regular and relevant information. The DARD was thus able to set up a monitoring and evaluation unit that mobilised all national and regional M&E mechanisms for collecting and analysing data on the sector's performance. The system is thus able to generate periodic reports and other monitoring and supervision updates and highlights on a regular basis, for governance bodies, stakeholder groups and countries. A joint sector review mechanism is backed by this regional monitoring and evaluation mechanism, with a view to making the principle of mutual accountability a reality.

Through the USAID support to the Directorate of Agriculture & Rural Development of ECOWAS, several engagements with various stakeholders in assessing their respective M&E systems as well as the potential mark for the ECOWAP M&E System have been undertaken. One of the key anticipations of the ECOWAP M&E system is to establish a comprehensive M&E system that will make adequate provision for all aspects of M&E including data management and reporting.

### **2.3 Developing a web-based platform for ECOWAP M&E**

This Regional ECOWAP/CAADP M&E Mechanism with financial support from European Union through the PAGR-SANAD project now has a common tool for data collection, analysis and reporting, which is the ECOWAP M&E Web based M&E system.



The M&E Unit of DARD in collaboration with the regional M&E working group considered developing a web-based platform to be used as a tool to facilitate implementation and to provide information for monitoring and reporting, collecting validated data and linking together various information coming from different sources.

During an internal consultation, the ECOWAP M&E team in collaboration with a consultant were able to develop a Software Requirements Specification document that describe the requirements, the architecture as well as the implementation process of the ECOWAP Web-based M&E system. More specifically, all user profiles, input interface and output results, and a proposal for deployment and management of the system were designed and available.

The Regional ECOWAP/CAADP M&E Mechanism involves many actors, mainly Governments and other international organizations, and requires the possibility to manage and make available a considerable quantity of data and information that come from a wide variety of sources. Therefore, the web based system that has been developed and is able to contain all the information and be accessible to all the interested parties. The tool takes into account the wide range of sources to obtain information (Member States, International Intergovernmental Agencies, Regional Stakeholders, NGOs etc.) and to monitor the progress of the activities carried out under the ECOWAP/CAADP. It surely is the only way to reach as many interested parties as possible in a timely manner. Monitoring progress depends on input, process and output indicators and hence has to rely on routinely collected data from Member States and relevant regional institutions.

Now, the web-based M&E system has been developed, translated to provide us with English and French and operational. The system (English and French) can be found at the following link: <http://ecowap.ecowas.int/>.

#### **2.4 Content Management of the ECOWAP Web based System**

Digital engagement plays an important role in ECOWAS-DARD response to global shifts in the fields of communication, advocacy and development. In order to more effectively use digital communication platforms that will increase effectiveness of digital brand engagement, income generation through corporate partnerships, ECOWAS-DARD needs to engage a content manager for the ECOWAP Web based M&E system.

DARD requires a Content Manager for the existing system as they will manage and edit the content with ease when it is necessary. This will include authoring, collaboration and to manage the documents and output. This will also ensure that the content of the platform is well-structured, current, easy to find and that it meets the needs of its users by covering all necessary topics and being up to date and accurate.



### 3. Purpose and objectives of the assignment

The overall purpose of this consultancy is to support the DARD to manage the content of the ECOWAS web based M&E platform as will be stipulated in the Terms of Reference.

### 4. Details of the assignment and methodology

Under the guidance and supervision of the ECOWAP M&E Officer and in consultation with the Communications Officer, the content manager will assist ECOWAS-DARD in;

1. Development and production of editorial content in order to increase media reach & visibility effectiveness of the web platform; and
2. Managing, improving and regularly updating of web platform content.

### 5. Specific Tasks and Deliverables

<b>Task</b>	<b>Deliverables</b>
<p><b><u>Content Creation</u></b></p> <p>Proactively create editorial content in cooperation with Communication Team and ECOWAS-DARD programme officers and adapt for the web platform</p>	<p>Articles, short videos, photos, infographics, campaigns, etc. posted to the M&amp;E web platform</p>
<p><b><u>Website update and content management</u></b></p> <p>Manage and update the content of the ECOWAP M&amp;E System platform on a daily basis: fill in News &amp; Events, upload new Documentation, upload new Projects/Programs on the “Donor Matrix”, update the list of ECOWAP partners, update the “Sectors” description, etc.</p>	<p>Monthly reports on content updates &amp; improvements</p>
<p>Monitor new content inputs from partners and alert ECOWAP M&amp;E Officer for validation</p>	<p>N/A</p>
<p>Produce and implement content plans/schedules for people to create/update content and ensure key deadlines are met for the dissemination of time-sensitive content</p>	<p>Monthly web content plans created and adhered to</p>
<p>Prepare media packs for key activities</p>	<p>Social media packs prepared for key events, dates, launches, initiatives, etc. (promotional poster, articles, photos, etc.)</p>



Conduct content audits to identify gaps and redundancies in the site content	Content audits reports
Organise user testing and market research projects to ensure that the website's content is suitable for the audience	User testing and market research reports
Generate and analyse reports on web traffic and Key Performance Indicators (KPIs) using Google Analytics	Monthly and in-depth yearly analysis reports on levels of user engagement
Ensure all web contributors including the Directorate staff are trained and up to date on site's functionality and DADR website content update process.	All contributors are trained

## **6. Required skills and experience**

- At least a Bachelor's Degree in journalism, marketing, communication, social science, computer science, information technology or a related field;
- At least 2 years of experience in managing multimedia contents for a development organization.

## **7. Knowledge, Skills, Abilities**

- Experience in maintaining websites contents and social media accounts (especially Facebook and Twitter) as well as experience with new media executions;
- Knowledge and understanding of local and global digital landscape and trends;
- Experience with graphic design, ability to create designs for digital media purposes in open-source graphic design programmes, such as Canva, Corel Draw;
- Experience developing compelling content;
- Ability to keep up-to-date on best practices for digital communications and on the forefront of trends, technology, media and best practices in managing web content;
- Excellent writing skills;
- Experience in reporting on qualitative and quantitative analytics;
- Ability to take quality photographs and basic photo editing skills;
- A previous experience in a similar role with ECOWAS is a plus.

## **8. Language requirements**

- Oral and written English;
- French language skill is considered a strong asset.



## 9. Selection Method

The consultant will be selected according to the qualification-based selection method as defined in the ECOWAS Public Procurement Code. The RAAA will draw up a list of up to 6 candidates, shortlisted on the basis of the applications received, for further processing.

Consultants will be shortlisted on the basis of the following criteria:

- General expertise and qualification-----30 points
- Specific experience: similar relevant assignments -----40 points
- Methodology and work plan -----25 points
- Knowledge of the institutional environment of ECOWAS or a regional integration institution)  
-----05 points

Only short-listed applications will be contacted.

The RAAA reserves the right not to proceed with this recruitment

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