



Creative Futures Terms of Reference for a Monitoring, Evaluation & Learning Expert

A. BACKGROUND

Supported by the European Union (EU), Creative Futures (CF) is a two year programme aimed at contributing to the socio-economic development of Ethiopia through strengthening the creative industries.

Powered by the British Council, the Goethe institute and Ice Addis, it is the overall objective of Creative Futures to increase the capacity and networks of creative professionals in Ethiopia in the visual arts, photography, design, fashion and film sectors in order to enable them to build sustainable careers.

It will achieve this by working with local artists and arts managers providing them with essential management skills training to help them to showcase their work. The programme will also assist practitioners to further develop their audience locally as well as building an international profile through showcasing opportunities and a professional networking programme. Sharing of best practice and learning across the arts in Ethiopia will be provided through regular events including an engagement and networking series with business leaders.

More specifically, Creative Futures will offer the following activities:

- **Creative Hustles:** Bi-monthly events providing a knowledge sharing or learning opportunity for creative practitioners.
- **Business and marketing skills course:** Designed to help artists take a more business-like approach to their management of their talent.
- **Event management course:** A skills training on event management and promotion. Participants will also receive the opportunity to submit proposals for up to €300 of funding towards the production of their own event
- **Innovation month:** A month long series of workshops and spaces for artists to create, connect, innovate and feed creative thinking
- **International development programme:** The opportunity to build partnerships with key international arts practitioners and a series of international showcases all aimed at increasing the networks of Ethiopian arts practitioners and building profile for Ethiopian arts
- **Business engagement programme:** A series of activities which introduce business leaders to artists, their work, and ways in which they might engage personally or corporately.

As part of the Creative Futures programme, the British Council and partners are looking to recruit a consultant to lead on all Monitoring, Evaluation & Learning (MEL) activities of the overall programme.

B. OBJECTIVES AND SCOPE OF WORK



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The Monitoring and Evaluation Expert will support the programme team and partners in developing and implementing a MEL Plan that demonstrates project results throughout the lifecycle of the programme and across all aspects of the programme.

The consultant will have particular responsibility for developing, maintaining and reporting, and for supporting the capacity of the project team to produce, upload and analyse data from across the programme's portfolio. The consultant will contribute to transparent and robust reporting ensuring accountability to donors and to those who are intended to benefit from the investment of resources.

C. RESPONSIBILITIES AND MAIN DUTIES

We are looking for an evaluator who will lead on an objective and independent evaluation of the Creative Futures programme. The MEL consultant will:

- Develop and implement a baseline study, midline and endline impact report
- Develop and implement a cost-effective MEL plan for the programme
- Develop appropriate MEL tools for key aspects of the programme
- Lead the implementation of the MEL plan including data collection

The British Council will retain full ownership of any intellectual property created as part of this contract, including any amendments, revisions or edits.

D. VENUES, TIMING AND DURATION OF ASSIGNMENT

The consultant is expected to undertake the assignment from the British Council Ethiopia offices in Addis Ababa. The duration of the assignment will be until the end of the project (July 2018) with an average of five days per month for the duration the programme.

E. REPORTING

- The Expert will report to the British Council's Arts Programme Manager;
- The Expert will also work closely with the project team, Partners and Communication Consultant;
- The Expert will conduct her/his work in accordance with the project MEL framework.

F. PROFILE OF THE CONSULTANT

The consultant should have the following qualifications and experience:

- Strong track record as an implementer of strategic Monitoring, Evaluation and Learning



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- Based in/with experience of working in Ethiopia and familiar with Ethiopian culture
- Strong track record of developing & implementing strategic MEL tools and frameworks for comparable programmes.
- Ability to produce clear, coherent reports with accessible supporting narrative to explain statistical information
- Experience of working on projects which have a high sector and political visibility
- Understanding of EU standards in monitoring and evaluation and knowledge management
- High level of IT competence, including management of databases (generation, storage and analysis of statistics) and use of Microsoft Office
- Excellent written and spoken English and Amharic.

INSTRUCTIONS FOR SUBMISSION

A copy of your CV, Covering letter as well as your proposed fee, to Medhanit.Solomon@et.britishcouncil.org with 'MEL for Creative Futures' in the email subject line, by no later than Tuesday 6th December 2016 at 5pm (local time).

Alternatively, please submit your application in a sealed envelope at:

- British council, Commoros Street, by the British Embassy, 0116174300

Please ensure that you send your response in good time to prevent issues with technology – late submissions may not be considered.