**Terms of Reference (TOR) for purchasing MEAL Training**

1. **Introduction**

INMAA was established in 2003 by a group of people advocating for the rights of the Bedouins, stateless and all marginalized populations, stateless and all marginalized with a strong commitment to universal values and the belief that helping vulnerable communities wasn't enough. Through our various programs and initiatives, we want to assist vulnerable individuals and communities in overcoming their challenges and achieving long-term self-sufficiency. No matter if we're working on community development efforts, economic empowerment programs, or education and training initiatives, our strategy is based on a thorough understanding of the needs and assets of the communities we serve. Our dedication to cooperation and collaboration is at the core of all we do. We believe that by working together with community members, local organizations, and other stakeholders, we can create sustainable and practical solutions that have a lasting impact.

1. **Assignment Overview**

This activity aims to procure a consultant and specialist in Data Management and Analytics and in Monitoring and Evaluation (M&E) to prepare and deliver a training on “Data Management and Analytics for Enhancement” for INMAA staff. This training will empower the NGO staff with advanced skills on Reporting, Data Management, Data Analysis, Monitoring and Evaluation and others. The capacity building sessions will enhance the ability of INMAA staff and management to use data-driven approaches and evidence-based decision-making processes which will strengthen INMAA’s M&E practices, and for the ongoing enhancement of their healthcare services. This approach will give INMAA more accountability and credibility towards the donors, partners, stakeholders, and the local community.

1. **Tasks and Deliverables:**

* Guiding staff in building a clear and concise log-frame that maps out project goals, activities, and indicators.
* Explore various data collection methods and tools aligned with INMAA's initiatives.
* Apply different M&E frameworks and their applicability to healthcare projects.
* Guide participants in designing tailored M&E plans for specific healthcare projects.
* Equip participants with skills to translate data insights into actionable decisions for improved healthcare programs.
* Assist in Drafting a M&E policy.

# Timeline:

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| --- | --- |
| 5 Training Days | 1day = 8 hours |
| 46 Consultancy Hours | consultancy services in M&E and data analysis |

# Skills and Experience Required:

* Advanced university degree in mass communications, digital marketing, media studies, or related fields.
* Minimum of 3 years' experience in strategic marketing-communications, social media management/analysis, and content creation.
* Proficiency in producing high-quality deliverables while anticipating evolving audience needs, coupled with strong verbal and written communication skills.
* Proficiency in Arabic and English writing and communication.

# Required Documents:

* Applicants are requested to submit the following documents to [Inmaaaltajadd@gmail.com](mailto:Inmaaaltajadd@gmail.com). by February 15th, 2024.
* Cover letter.
* Curriculum Vitae.
* Samples of previous work (publications, reports, studies, white papers).
* Methodology (maximum 2 pages).
* Financial offer in USD.
* Please include "MEAL Training" in the subject line and specify the referral source for this opportunity. Incomplete applications will regrettably not be considered.

1. **Evaluation Criteria**

Proposals will be evaluated based on:

* Relevant experience and expertise in visibility projects.
* Budget competitiveness and cost-effectiveness.
* Timeliness of deliverables.

1. **Contact Information**

For inquiries or further information, please contact Ms. Hanine Bshara, email: [Inmaaaltajadd@gmail.com](mailto:Inmaaaltajadd@gmail.com).

1. **Disclaimer**

**INMAA** reserves the right to accept or reject any proposal, to annul the selection process, and to reject all proposals at any time prior to contract award, without thereby incurring any liability to the affected service providers.