Association of Media Women in Kenya: Consultancy for the Development of Strategic Plan (2020-2025)

By:

Association of Media Women in Kenya

July 7, 2020

TERMS OF REFERENCE CONSULTANT FOR THE DEVELOPMENT OF STRATEGIC PLAN (2020-2025)

1. Background

The Association of Media Women in Kenya (AMWIK) is a National Media Association established in 1983 and registered under the Societies Act as a non-profit membership organization for women journalists from the print, electronic and digital media and other areas of communication. AMWIK seeks to develop a five year Strategy for 2020-2025, the key document that will define its mission and goals. This follows the 2012–2016 Strategy during which AMWIK delivery raised its profile as an authoritative voice on gender, media and

governance issues, achieving significant success in many areas amidst many changes and challenges in that period. In the proposed Strategic Plan, AMWIK will revisit its vision, mission, goals and strategic objectives and propose the direction for the next strategic planning cycle running until 2025. AMWIK seeks to re-evaluate its primary stakeholders while staying true to the vision of using media to advance a gender responsive society in Kenya and Africa. The new strategic plan seeks to reinforce AMWIK's commitment and approach in addressing gender equality and equity while exploring new ways of maximising the media including new media to amplify its initiatives. It is expected that the new strategic plan will help AMWIK to articulate its goals and priorities in order to be responsive and accountable to the social, political and economic realities of women and girls lives today. Kenya has a diverse and robust media environment. The number of TV and radio stations increased significantly since the digital migration experienced in Kenya in 2015. As of April-June 2019, there were 86 TV stations and 173 radio stations in Kenya. 1The growing media landscape means a growth of the industry as well as posing challenges to the audience, media stations and journalists themselves. With this in mind, AMWIK seeks to capitalize on these new opportunities whilst meeting the needs of journalists both in mainstream, community and digital media. The scope and focus of the assignment is to provide technical, strategic and facilitation support to enable the renewal of AMWIKs strategic plan in line with the growing media and gender landscape

Further details of the call can be accessed here.

Application process

Send an application responding to the Terms of Reference that includes a CV, a proposed methodology (maximum 4 pages), an activity time schedule and a financial proposal/ budget to info@amwik.org with the subject **"Development of AMWIK Strategic Plan"** Applications should be submitted by **Friday, 17 th July 2020** and addressed to: **The Executive Director Association of Media Women in Kenya (AMWIK) Muringa Court Block D Hse No 15 Kirichwa - Muringa Road Junction Kilimani P.O Box 10327 - 00100 Nairobi, Kenya**

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