TERMS OF REFERENCE:
Media Monitoring Services

Background

Echo Network Africa (ENAF) is a Pan-African non-governmental organization that serves as a catalyst for women's empowerment and development. As we scale our visibility across the continent and implement high-impact projects, we require a professional media monitoring partner to track our brand presence, project impact, and the broader development landscape.

Objectives

The objective of this assignment is to secure a service provider that will:

- Provide real-time visibility into ENAF's brand mentions across all media platforms.
- Monitor and analyze public sentiment regarding ENAF's thematic areas (e.g., Women's Empowerment, Policy Advocacy, and Livelihoods).
- Measure the reach and impact of ENAF's communication and public relations efforts.
- Track media coverage for specific field projects, including traditional media in remote regions.

Scope of Work

The service provider will be expected to monitor the following channels:

- **Traditional Media:** Daily monitoring of national and regional newspapers, TV stations, and Radio (including community and vernacular stations).
- **Digital & Social Media:** Real-time tracking across X, Facebook, LinkedIn, Instagram, and YouTube.
- **Online News:** Monitoring of local and international blogs, news sites, and digital journals.
- **Competitor/Peer Analysis:** Tracking mentions of key partners and similar organizations in the development sector.

Key Deliverables & Reporting

1. Real-Time Alerts: Immediate notifications for any media mentions to allow for timely engagement or crisis management.
2. Monthly Analytics Reports: High-level reports including:
   a. Share of Voice (SoV): Analysis of ENAF's visibility within the NGO sector.
   b. Sentiment Analysis: Qualitative categorization of mentions (Positive, Neutral, Negative).
   c. Reach Data: Quantitative data on impressions and audience size.
   d. Geographic Breakdown: Mapping mentions to specific regions (e.g., coverage in specific counties or countries).

3. Quarterly Review: A strategic summary of media trends and recommendations for future PR efforts.

Technical Requirements

- **Cloud-Based Dashboard:** 24/7 access to a digital platform for the ENAF Team to view data and export reports.
- **Keyword Customization:** Ability to update and add keywords/hashtags as projects evolve.
- **Historical Data:** Access to an archive of all recorded mentions for the duration of the contract.

Qualification Criteria

- Proven experience working with Pan-African NGOs or international organizations.
- Demonstrated ability to monitor traditional media in remote regions (specifically for documenting field activities).
- Robust digital tools for social listening and sentiment analysis.

Qualifications of the Key Personnel

The lead consultant or account manager assigned to ENAF must possess:

- A Bachelor's degree in Communications, Public Relations, Data Science, or a related field.
- At least five years of professional experience in media analytics or digital monitoring.
- Proficiency in using AI-driven social listening tools and traditional media tracking software.

Duration of Assignment

- The initial contract period shall be **one (1) year**.

Application Process

Interested consultants or firms should submit the following by 19th March 2026 to **procurement@enafrica.org**:

- **Technical Proposal**: Outlining the approach to the scope of work and methodology for regional monitoring.
- **Firm & Consultant Profile**: A company profile and CVs of the lead team members.
- **References**: Evidence of at least three similar engagements with Pan-African or international NGOs.
- **Financial Proposal**: A detailed budget breakdown for the assignment.