



REPUBLIC OF KENYA

MINISTRY OF CO-OPERATIVES AND MICRO, SMALL AND MEDIUM
ENTERPRISES (MSMEs) DEVELOPMENT
STATE DEPARTMENT FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(MSMEs) DEVELOPMENT

NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT (NYOTA)
PROJECT

EXPRESSION OF INTEREST FOR RECRUITMENT OF PROJECT SPECIALISTS

BACKGROUND

Transforming the Micro, Small and Medium Enterprises (MSMEs) Economy is among the five pillars of the Government's Bottom-up Economic Transformation Agenda (BETA). The MSMEs are key players in the production of goods, industrialization, innovation and creation of employment that impact directly on the Country's economy.

In this endeavor, the Government of Kenya (GOK), with the support of World Bank, is implementing the **National Youth Opportunities Towards Advancement (NYOTA) Project**, an initiative whose aim is to support better employment outcomes and improved savings through integrated interventions that address the multitude of constraints that Kenyan youth face while also building their entrepreneurship skills.

The overall objective of the project is to “**increase employment, earnings, and promote savings for targeted youth, at national scale**”. The different components of the projects include: (1) Improving youth employability; (2) Expanding employment opportunities; (3) Supporting youth savings; and (4) Strengthening youth employment systems, capacity, and Project management. The State Department for Micro, Small and Medium Enterprises (MSMEs) Development is implementing sub-component 4.2 on Monitoring and evaluation and delivery systems.

The State Department for MSMEs Development is seeking to recruit **three (3) Project Specialists** to support the implementation of NYOTA sub-component 4.2. The Project Specialists will be contracted for an **initial period of 12 months**. The contract will be renewed after 12 months based

on project requirements and the Specialists' performance, ensuring continued alignment with the project objectives and needs. This is a **monthly-based contract** where the Specialists shall be paid an agreed gross salary staff month rate. The duty station for these roles will be Nairobi, Kenya.

Applications are invited from suitably qualified **KENYAN** candidates for the advertised vacant positions shown here below:

S/No.	JOB TITLE	NO. OF POSTS	VACANCY NO.
1..	Monitoring and Evaluation (M&E) Specialist	1	1/2025
2.	Communication Specialist	1	2/2025
3.	Digital Analyst Specialist	1	3/2025

HOW TO APPLY

1. Completed applications documents are to be enclosed in plain sealed envelopes, marked with the vacancy number and job title together with detailed Curriculum Vitae, certified copies of Academic and Professional Certificates, and contact details of at least three (3) referees should be address to: -

**The Principal Secretary,
State Department for Micro, Small and Medium Enterprises (MSMEs) Development,
P.O Box 30547 - 00100
NAIROBI.**

And deposited in the **TENDER BOX** located **along Bishop Road, Social Security House, Block A, Western Wing, Mezzanine Floor**, so as to be received on or before **Tuesday 1st April, 2025, 10.00am East African Time** and immediately thereafter opened in the presence of the candidates or their representatives who choose to attend at the **along Bishop Road, Social Security House, Block A, Eastern Wing, 11th Floor Boardroom Room**.

2. All submitted completed application documents shall be properly bound and serialised in each page.
3. Interested eligible qualified candidates may obtain further information at the **Head of Supply Chain Management Services Office at the State Department for Micro, Small and Medium Enterprises (MSMEs) Development Headquarters, located along Bishop Road, Social Security House, Block A, Western Wing, Mezzanine Floor**, during normal working hours from **8.00am to 5.00pm East African Time**.
4. Interested eligible qualified candidates shall submit **ONE ORIGINAL (1 No.)** and **One (1 No.)** copy of the application documents.

5. Complete detailed Terms of Reference (ToR) may be down loaded free of charge by the interested eligible qualified candidates at www.msme.go.ke and www.tenders.go.ke.
6. Female candidates and Persons Living with Disability (PLWDs) are encouraged to apply.
7. The Government of the Republic of Kenya reserves the right to accept, terminate or reject the application in whole or part before award.

NOTE:

Those who had submitted their Expression of Interest in response to the earlier advertisement should not reapply unless they are enhancing their bid.



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**NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT (NYOTA)
PROJECT**

(P179414)

PROJECT IMPLEMENTATION UNIT (PIU)

TERMS OF REFERENCE

RECRUITMENT OF MONITORING & EVALUATION SPECIALIST

PROJECT IMPLEMENTATION UNIT (PIU)

FEBRUARY 2025

1.0 INTRODUCTION

Kenya is a young country with approximately 39 percent of its population of 47.6 million (in 2019) under the age of 15-24. A further 4 percent is over 65, leaving 27.1 million individuals (57 percent) of working age. Out of this group, some 8.3 million are inactive, and 18.8 million (69 percent) in the labour force. The labour force participation rate (LFP) is particularly low for some groups – i.e., youth (15-24) at 38 percent. Of the 18.8 million in the Kenya labour force, about 17.8 million are employed and one million unemployed, with an unemployment rate of 5 percent. The largest age cohort in Kenya is between 13 and 17 years of age and roughly one million youth will be joining the labour force each year over the next decade.

The National Youth Opportunities Towards Advancement (NYOTA) Project aims at supporting better employment outcomes and improved savings through integrated interventions that address the multitude of constraints that Kenyan youth face while also building their entrepreneurship skills. The Project represents a national scale-up of several of the successful interventions under KYEOP that aimed at improving employability and skills, as well as supporting entrepreneurs by providing them with start-up capital. NYOTA is part of a systematic country level effort across the World Bank Group's portfolio in Kenya that aims to achieve the objective of more and better jobs, greater savings, and more resilient youth.

Integrated within NYOTA is a deliberate and intentional component aimed at creating sustainable systems to support social insurance and targeting of vulnerable beneficiaries and women. The Project will offer counties participating in its programs an eligible expenditure choice to invest in and increase the beneficiaries in employability and skills as well as entrepreneurship.

These Terms of Reference are intended for the recruitment of a Monitoring and Evaluation Specialist for the NYOTA Project Implementation Unit (PIU). The M&E Specialist will lead the development of the M&E System and be involved in the design, development and Implementation of the MSMEs Ecosystem Platform.

1.1 BACKGROUND AND SCOPE NYOTA PROJECT IMPLEMENTATION

Transforming the Micro, Small and Medium Enterprises (MSMEs) Economy is among the five pillars of the Government's Bottom-up Economic Transformation Agenda (BETA). The MSMEs are key players in the production of goods, industrialization, innovation and creation of employment that impact directly on the Country's economy. The MSME sector further provides opportunities for absorbing low skill and economically secluded segments of the labor force including youth, women, persons with disabilities and those with low levels of education.

Unfortunately, the sector continues to face challenges revolving around lack of business skills, capital to start a business, lack of credit, lack of physical trading premises, market barriers, low

adoption of technology and innovation among others. Youth-owned enterprises in Kenya are characterized by low skills in terms of technical, managerial, financial, technological aspects. Further, there exists a weak linkage between the curricula and the practical skill set required in various industries. Limited skills coupled with low entrepreneurial culture contribute to weak human and institutional capacity to undertake innovation required to boost productivity. Also, youth entrepreneurs face inadequate infrastructure for common user services/facilities, Information and communications technology (ICT) facilities, exhibition and common utilities. Unlocking the potential of the MSMEs sector across the nation is therefore critical. This can be achieved through renewed policy interventions by the Government and collaboration through partnerships with actors within the ecosystem. This will provide the sector with capacity to create sustainable decent jobs and wealth creation.

Between August 2016 and June 2023, the Government, in partnership with the World Bank, implemented Kenya Youth Employment Opportunity Project (KYEOP) which was a five (5) year Project funded through a concessional loan from the World Bank. The Government of Kenya secured funds from the World Bank to support increasing employment and earning opportunities among targeted youth aged between 18-29 years. This Project was implemented in 17 Counties. Based on the lessons learnt, the Government, with support of USD 229 million from the World Bank Group is implementing a five-year Project dubbed National Youth Opportunities Towards Advancement (NYOTA) and shall be implemented through the overall coordination of the Ministry of Youth Affairs, Creative Economy and Sports (MoYACES) with the State Department for MSME Development responsible for Sub-component 4.2

The Implementation of the Project is expected to increase employment and opportunities for earning and savings for vulnerable youth. The Project aims to reach over 800,000 youths over the 5-year Project period.

1.2 KEY COMPONENTS OF THE PROJECT

The NYOTA Project aims to support better employment outcomes and improved savings through integrated interventions that address the multitude of constraints that individuals face.

- **Component 1** of the Project focuses primarily on labor supply side constraints and offers skills training and intermediation related initiatives. The component also addresses childcare related constraints for young mothers.
- **Component 2** focuses on the labor demand side constraints and facilitates youth with aptitude for entrepreneurship with training on core business skills and provides them with seed money to start or improve their businesses. It also supports social enterprises to provide similar support to the hard-to-serve youth.
- **Component 3** of the Project focuses on helping increase opportunities for savings among targeted youth, and

- **Component 4** supports systems strengthening and Project management.

The State Department will lead implementation of sub-component 4.2 Monitoring and evaluation and delivery systems. Under this, the State Department will:

- a. Endeavour to support government catalytic funds develop M&E systems that will help them better target vulnerable beneficiaries. A results-based integrated monitoring and evaluation solution will be developed to support evaluation of the achievements of the key performance indicators and the intermediate indicators in relation to the objectives of government Catalytic Funds. The M&E intervention for Catalytic funds activities will assist the entities to collect data in their MIS for purposes of tracking fund performance, conducting beneficiary assessments to ascertain satisfaction or dissatisfaction with their respective interventions and support their impact evaluation activities

The system design will also include development of a data repository with forward and backward linkages for MSMEs. To further leverage on the system, the design will also integrate other aspects including access to procurement opportunities, capacity building, Youth Business Support systems and eco-system clustering among others to build a functional eco-system platform for MSMEs. The system is will thus provide government facing opportunities and private sector facing opportunities for Kenyan MSMEs.

- b. Provide Youth with digital training on Access to Government Procurement Opportunities (AGPO), Uwezo Fund, WEF, YEDEF, FIF (Hustler Fund), and Constituency Industrial Development Centres (CIDs), and provide sensitization and awareness creation for 600,000 youth on Government Procurement Opportunities (AGPO), Uwezo Fund, WEF, YEDEF, FIF (Hustler Fund), and Constituency Industrial Development Centres (CIDs)

2.0 OBJECTIVES OF THE ASSIGNMENT

The objective of this position is to establish an effective M&E system for government catalytic Funds that will help them better target vulnerable beneficiaries by assisting the entities to collect data in their MIS for purposes of tracking fund performance, conducting beneficiary assessments to ascertain satisfaction or dissatisfaction with their respective interventions and support their impact evaluation activities. The position will also support the system integration with other aspects including access to procurement opportunities, capacity building, Youth Business Support systems and eco-system clustering among others to build a functional eco-system platform for MSMEs.

This system should facilitate evidence-based decision-making and promote accountability, transparency, and learning throughout the project lifecycle.

2.1 Specific Objectives of the Assignment

The primary objective of this position is to develop and implement a robust Monitoring and Evaluation (M&E) system that effectively tracks, assesses, and reports on the government catalytic Funds progress and outcomes. The position will also support integration of a data repository with forward and backward linkages for MSMEs into the M&E system to create an MSMEs Ecosystem Platform.

The system should be designed to:

1. **Enable Systematic Tracking:** Develop mechanism for monitoring the achievement of outputs and contribution towards achievement of expected results for catalytic Funds. Establish clear indicators and benchmarks to monitor project activities and outputs consistently. The system will also ensure project milestones and objectives are being met in a timely and efficient manner.
2. **Facilitate Assessment and Reporting:** Provide tools and methodologies for regular assessment and reporting of catalytic Funds performance. This includes capturing both quantitative and qualitative data to present a comprehensive view of the Funds' impact.
3. **Support Evidence-Based Decision-Making:** Improve catalytic Fund management at all levels of implementation, identifying challenges and the reasons for any delays. Generate reliable data and insights that inform decision-making processes. By providing accurate and timely information, the system will enable Fund managers and stakeholders to make informed choices about project direction and resource allocation.
4. **Promote Accountability and Transparency:** Establish mechanisms for accountability by tracking the use of resources and ensuring that activities are aligned with planned objectives. Transparent reporting will help build trust with stakeholders, including beneficiaries, partners, and funders.
5. **Enhance Learning and Adaptation:** Facilitate continuous learning by identifying successes, challenges, and areas for improvement. The system should support the project in adapting to changing circumstances and incorporating lessons learned into future planning and decision making

3.0 SCOPE OF SERVICES

Support the Design and Implementation of the MSMEs Eco-System Platform:

- Coordinate and collaborate with the ecosystem design consultant to develop a comprehensive Monitoring and Evaluation (M&E) framework aligned with the key design features to monitor the system
- Coordinate with the ecosystem design consultant to design data collection tools, methodologies, and systems to effectively track progress, outputs, outcomes, and impacts.
- Establish baseline data and performance targets for key indicators.
- Develop monitoring plans and schedules to ensure timely and accurate data collection.

Data Collection, Analysis, and Reporting:

- Collect, compile, and analyze data from various sources, including Funds activities, surveys, assessments, and evaluations, to assess progress and performance against targets and indicators.
- Conduct regular monitoring visits, field assessments, and surveys to gather qualitative and quantitative data on project activities, outputs, outcomes, and impacts.
- Prepare timely and accurate progress reports, monitoring reports, and evaluation reports for stakeholders, including the World Bank, government counterparts, and other implementing partners.

Learning and Adaptive Management:

- Facilitate learning and knowledge sharing among stakeholders by documenting and disseminating best practices, lessons learned, and success stories.
- Identify challenges, bottlenecks, and opportunities for project improvement through M&E findings and recommend adaptive management strategies and corrective actions.
- Support capacity building and training initiatives for catalytic fund staff, project staff, government counterparts, and implementing partners on M&E concepts, tools, and methodologies to strengthen their monitoring and evaluation capabilities.

4.0 KEY TASKS & RESPONSIBILITIES

The specific tasks include:

- i. Support the design and management of the MSMEs ecosystem platform;
- ii. Establish a sound M&E Framework that includes all activities, outputs, outcomes, indicators, data collection methods, timing, and costs;
- iii. Establish a Management Information System that keep track of all project activities, results, and lessons learned;
- iv. Assist in defining monitoring and evaluation requirements at the different levels of implementation.
- v. Validate the baseline measurements of the Project Development Objective (PDO) matrix included in the Project Appraisal Document and agreed between the Government and the World Bank.
- vi. Ensure timely collection of data as envisioned in the M&E Framework;
- vii. Manage or supervise external consultants to ensure data collection (or surveys) with quality, accuracy, and adequacy in a timely manner;
- viii. Conduct analysis of monitoring data, documents findings from monitoring and evaluation activities and submit monitoring reports to the Project Coordinator;
- ix. Contribute to the Quarterly PIU report regarding M&E.
- x. Ensure that the Annual Work Plan reflects the goals of the Results Monitoring Matrix as agreed between FGS and the World Bank.

- xi. Provide technical inputs on monitoring and evaluation parameters to improve planning, programming and implementation;
- xii. Communicate concerns, issues as informed through the M&E execution process to PIU Manager and seek solutions in a timely manner;
- xiii. Work closely with the World Bank, Monitoring Agent, PIU, project beneficiaries and various consultants and project/sub-project stakeholders to ensure that data collected for purposes of performance evaluation is credible and of high quality;
- xiv. Support the PIU and catalytic Funds by leading coordination of baseline data collection, monthly, quarterly, periodic and annual progress/ monitoring reports on all operational activities;
- xv. Develop in-depth knowledge of monitoring and evaluation system of capacity development operations to guide performance tracking activities of staff with M&E responsibilities in the Catalytic Fund entities.
- xvi. Assist PIU to develop realistic strategic action and work plans, making sure that M&E is mainstreamed into PIU daily works;
- xvii. Undertake any tasks assigned by the Project Coordinator for the achievement of the overall project objectives.

5.0 QUALIFICATIONS AND EXPERIENCE

The candidates should have the following desired qualifications:

- i. A Bachelor's Degree in Monitoring and Evaluation, Development Economics, Statistics, Public Administration, Business Administration, or a related field from a recognized institution
- ii. A Master's Degree in Monitoring and Evaluation, Development Economics, Statistics, Public Administration, Business Administration, or a related field from a recognized institution;
- iii. At least 6 years of professional experience in Monitoring and Evaluation (M&E), with a demonstrated history of designing, implementing, and managing M&E systems and frameworks;
- iv. Strong ability to analyse and interpret complex data sets, identify trends, and provide actionable insights for decision-making;
- v. Expertise in developing and validating baseline measurements and indicators for results monitoring and impact evaluation;
- vi. Advanced skills in drafting detailed, clear, and concise reports and presentations suitable for diverse stakeholders;
- vii. Experience in M&E roles within World Bank projects or other international development initiatives funded by global entities is required;
- viii. Excellent written and verbal communication skills, with the ability to convey complex information clearly and effectively;

- ix. Competence in identifying, assessing, and managing risks, with a strategic approach to mitigating potential issues;
- x. Effective in working collaboratively within multidisciplinary teams, fostering a supportive and productive work environment;
- xi. Ability to produce reader-friendly documents that simplify complex findings for various audiences, including the general public;
- xii. Excellent command of English, both written and spoken, with meticulous attention to detail;
- xiii. Strong organizational and administrative skills, with the ability to manage multiple priorities, work under pressure, and meet tight deadlines independently;
- xiv. Advanced proficiency in IT tools such as Word, Excel, Access, and M&E systems; and
- xv. High level of reliability and integrity; and
- xvi. Membership to a relevant professional body where applicable.

6.0 CONDUCT OF WORK

The M&E Specialist will:

- **Report Directly:** Work closely with and report on a daily basis to the Project Coordinator.
- **Work Plan Process:** Manage their assignment through a structured work plan process aligned with the quarterly program work plan.
- **Quarterly Reviews:** Be available for quarterly project reviews held in Nairobi, ensuring ongoing alignment with project objectives and providing updates on progress.

7.0 DELIVERABLES

The M&E Specialist is required to provide the following reports and documents:

1. **Quarterly M&E Activities Report:**
 - Submit a written report detailing M&E activities for the quarter to the Project Coordinator, with copies sent to the World Bank and the State Department for MSMEs (SDMSME).
 - The report should cover all interventions and activities undertaken during the reporting period, serving as a basis for the payment schedule.
2. **Detailed Quarterly and Annual M&E Reports:**
 - Provide a comprehensive written M&E report to the Project Coordinator each quarter and annually.
 - The report should detail the interventions and activities conducted during the period and outline the work plan for the next phase.
3. **Additional Reports:**
 - Submit any other reports as requested by the Project Coordinator, the World Bank, or relevant Ministries, Departments, and Agencies (MDAs).
4. **Report Formats:**

- Deliver reports in both electronic and hard copy formats, with all documents provided in English.

8.0 DURATION OF CONTRACT

The M&E Specialist will be engaged under 12 months. This duration is intended to provide ample time for the specialist to develop and implement effective M&E strategies, produce key deliverables, and contribute significantly to the NYOTA Project. The contract may be renewed based on project requirements and the specialist's performance, ensuring continued alignment with the project's objectives and needs.

9.0 FACILITIES TO BE PROVIDED

The Project Implementation Unit (PIU) will provide the M&E Specialist with office facilities, essential utilities, office services, stationery and office supplies, use of a computer and printer, and other materials as necessary.

10.0 LOCATION OF ASSIGNMENT

The position will be based in Nairobi, Kenya, where the primary duty station will be located. The specialist will be based within the Project Implementation Unit (PIU) under the State Department for MSMEs Development

11.0 INDICATIVE PAYMENT TERMS

The M&E Specialist will be engaged under a monthly-based contract and will receive an agreed gross salary on a monthly basis.