

TERMS OF REFERENCE

Evaluation of the GlobalDev Blog Program

OBJECTIVE: GDN is seeking to recruit a home-based consultant to conduct an evaluation of the GlobalDev program.

1. Background

The Global Development Network (GDN) is an international organization committed to supporting high-quality, policy-oriented research in Low and Middle Income Countries (LMICs) to foster global development.

In 2018, GDN launched GlobalDev, a blog dedicated to disseminating research findings, insights, and discussions on global development issues. The blog targets a diverse audience, including policymakers, researchers, and the general public.

Since its inception, GlobalDev has published articles weekly in English, French, and Spanish, maintaining a content balance with 35% of contributions from low- and middle-income countries (LMICs) and 45% from women, while attracting a predominantly LMIC-based global audience. In 2023, the blog underwent a visual identity revamp to enhance its appeal and usability, and expanded its activities by introducing both in-person and virtual training modules for researchers. Additionally, it expanded its team of editors to accept articles in Spanish and French, alongside English.

This evaluation aims to guide GDN's internal reflection on the future operating and business model of the blog.

2. Objectives of the Evaluation

The primary objectives of this evaluation are to:

1. Assess the effectiveness of GlobalDev in achieving its goals of disseminating research findings and fostering discussions on global development issues.
2. Evaluate the quality, reach, and impact of the content published on GlobalDev.
3. Analyze the user-friendliness and appeal of the blog's revamped visual identity.

4. Assess the effectiveness and impact of the in-person and virtual training modules introduced for researchers.
5. Provide strategic recommendations for the future operating and business model of GlobalDev.

3. Scope of Work

The evaluation will cover the following areas:

1. Content Analysis:
 - Quality, accessibility and relevance of the articles published.
 - Balance and diversity in the topics covered.
 - Representation of contributions from LMICs and women.
2. Editorial Process:
 - Assessment of the editorial process, including the selection, review, and publication of articles.
 - Evaluation of the editorial standards and practices to ensure quality, accessibility and credibility.
3. Audience and Reach:
 - Analysis of the blog's audience demographics.
 - Reach and engagement metrics (e.g., website traffic, social media engagement, reader feedback).
4. Impact Assessment:
 - Influence of the blog on policymakers, researchers, and the public.
5. Visual Identity and Usability:
 - Evaluation of the 2023 visual identity revamp.
 - User feedback on the blog's appeal and ease of navigation.
6. Training Modules:
 - Effectiveness and uptake of the in-person and virtual training modules.
 - Analysis of feedback from participants on the training's usefulness and impact.



4. Deliverables

The evaluator will be expected to deliver the following:

1. Evaluation Report: A comprehensive document that includes:
 - An executive summary.
 - Detailed findings from the assessment of the blog's effectiveness and impact.
 - Strategic and actionable recommendations for improving the current blog.
 - Appendices containing relevant data, survey instruments, and additional materials.
2. Presentation of Findings: A presentation to the GlobalDev team summarizing key findings and recommendations from the Final Evaluation Report.

5. Timeline

The evaluation is expected to take place over a period of 2 months starting mid-September.

6. Budget

The budget of the evaluation should not exceed €5,000. This sum includes the evaluator's remuneration and all expenses needed to conduct the evaluation.

7. Required Qualifications

The evaluator should possess the following qualifications:

1. Proven experience in evaluating international development projects, particularly in research dissemination and knowledge management.
2. Strong analytical skills and experience with both quantitative and qualitative research methods.
3. Familiarity with the global development publication landscape.
4. Excellent communication and report-writing skills.
5. Experience in conducting training evaluations is desirable.



8. Application Process

Interested candidates should submit the following:

1. A brief proposal outlining the proposed evaluation approach and methodology.
2. A detailed budget.
3. CV of the evaluator highlighting relevant experience.
4. Examples of previous evaluation reports or relevant work.

9. Contact Information

Proposals and any inquiries should be submitted to: Catherine Otayek at cotayek@gn.int. The subject of your email should be "Evaluation of GlobalDev".

10. Deadline for Submission

The deadline for submission of proposals is August 26th, 2024.

GDN is an equal opportunity employer, committed to diversity in its staff. Female candidates from developing countries are particularly encouraged to apply.

