Feminist MEAL Consultant

Request for Proposals (RfP) – Consultancy

Equal Measures is looking for a feminist MEAL (monitoring, evaluation, accountability and learning) specialist to do two connected things: build a practical MEAL approach for our own 2026–2030 strategy, and develop learning resources and technical support that help the organisations in our data-driven advocacy learning cohorts use MEAL data and knowledge for storytelling, advocacy and influencing. Practical feminist MEAL experience and the ability to keep systems simple are crucial for this work.

About Equal Measures

Equal Measures is a global feminist team of data specialists, researchers, advocates and movement builders. Over more than a decade we have built relationships with gender equality movements around the world, and we work alongside partners, advisers and Factivists: people in the gender equality community who turn evidence into action. In our words: “Facts alone don’t change the world. Factivists do.”

To learn more about our mission, vision and work, visit our website: ABOUT US - Equal Measures 2030

Background

Our strategy moves Equal Measures from producing data to a fuller data-to-action role, with the ambition of reaching and engaging 100,000 Factivists by 2030. We deliver it through one connected programme that works at three levels:

1. **Level 1 – Data & Tools.** Our Gender Equality Index, data tools, analysis and self-paced learning resources, freely available to anyone working for gender equality.
2. **Level 2 – Coalitions & Cohorts.** Structured learning cohorts and communities of learning for networks, coalitions and advocates, plus targeted support when a budget cycle, election or negotiation opens a window for change.
3. **Level 3 – Country Partnerships.** Longer-term, locally led partnerships with movement organisations in a small number of countries. They combine specialist data and budget analysis with strategic accompaniment to drive systems change in the services and public resources women and girls depend on.

Purpose of the consultancy

Organisations in our cohorts, and partners more widely, regularly tell us that monitoring, evaluation and learning is one of their biggest gaps. Many are small and have no dedicated MEAL or research staff. They find it hard to track the progress of their advocacy, learn from it,

and show the difference they make to funders, communities and decision-makers. Their own MEAL data is also an under-used source of evidence for storytelling and advocacy.

At the same time, Equal Measures is putting a new strategy into practice and needs a MEAL approach to match: one that helps us learn and adapt as we go, and shows honestly how we contribute to change without overclaiming.

This consultancy brings these needs together. What we learn from building our own MEAL practice will shape what we offer partners, and what partners teach us will shape our own practice.

Scope of work

The consultant will work across three strands:

- **Strand 1: Equal Measures' own MEAL approach.** Lead the development of a systematic but manageable MEAL approach for the team. It should show how our work contributes to change across the three programme levels, and help us learn and adapt as we go.
- **Strand 2: MEAL learning module development.** Design a feminist MEAL learning module as a public good, extending our learning curriculum to cover MEAL. It should be usable across our learning cohorts and openly available to the wider gender equality community.
- **Strand 3: Learning cohort technical support on using MEAL data.** Support cohort participants to strengthen their MEAL practice and use their MEAL data in storytelling, advocacy and influencing.

Across both the module and any later technical support, we expect participants' MEAL needs to fall into three areas. The detail will become clearer through partner feedback, cohort baselines and early conversations:

- **Feminist MEAL approaches:** understanding feminist MEAL principles and putting them into practice.
- **MEAL with limited capacity:** helping organisations without dedicated MEAL or research staff develop practical, manageable ways to monitor, evaluate and learn.
- **Communicating impact:** helping organisations capture, demonstrate and communicate the difference their work makes.

Detailed scope of work

Strand 1: Equal Measures' own MEAL approach

Our programme guidance, which turns the strategy into a working programme, asks for MEL that works as a learning and accountability system, not only a reporting system. It also commits us to a fuller MEL framework as a follow-on piece of work. The consultant will design, test and hand over this work: turning the guidance into working MEL systems, tools and team capacities that Equal Measures uses day to day.

- **Develop the fuller MEL framework** called for in the programme guidance. It should include definitions, indicators, evidence standards, reach-counting rules, learning processes and responsibilities.

- **Set Factivist and reach-counting rules**. Define the evidence needed for each engagement category and the threshold for counting someone as a Factivist. Keep direct engagement and active use separate from wider indirect reach through policy, budget, institutional, narrative or data-system change, and set out how indirect reach and Equal Measures' contribution are estimated and communicated.
- **Operationalise the five outcome and reach areas**: reach, engagement and active use; Factivist, partner and movement power; influence and institutional change; systems change and wider reach; and Equal Measures' role and accountability. Each comes with its core learning question and proportionate indicators.
- **Create a pathway-of-change template for significant programmes, products and partnerships.** It should cover the problem, the change sought, Equal Measures' data role and contribution, assumptions and risks, and the evidence used to test the pathway.
- **Build contribution-focused methods** for assessing systems change as a pattern of connected changes over time, without attributing complex change to Equal Measures alone.
- **Design the learning mechanisms** that connect the three programme levels: regular portfolio learning reviews, partner and Factivist feedback on tools and training, and a cross-level connection plan for major initiatives. They should support both single-loop learning (are we doing it well?) and double-loop learning (should we still be doing it?).
- **Specify the shared learning and engagement system.** It records who is engaging and at what depth, how tools and evidence are used, key learning, follow-up opportunities and decisions taken in response. A feedback loop only counts as closed when learning has changed a decision, product or partner strategy.
- **Embed ethical, feminist data practice,** including safeguarding, do-no-harm and survivor and partner ownership of data, especially in country partnerships on gender-based violence.
- **Align and embed.** Align internal MEL with donor reporting, and coach staff so the system becomes everyday practice rather than a consultant-held system.

Strand 2: MEAL learning module development

- **Identify priority MEAL learning needs**, drawing on our existing curriculum, partner and Equal Space feedback, and cohort baseline and needs assessments where available. Contribute MEAL questions to future cohort baselines and needs assessments.
- **Design a feminist MEAL learning module as a public good**. It should be modular, usable by organisations with limited capacity, available in self-paced and facilitated versions, and suitable for Equal Space and our online learning resources. Work with the team to make it available in English, French and Spanish.
- **Cover the core content**, including feminist MEAL principles, manageable MEAL for small organisations, monitoring advocacy progress, and using MEAL data for storytelling, advocacy and influencing.
- **Develop practical tools and templates** that participants can adapt and use straight away.
- **Test and refine** the module with partners or Equal Space members, and integrate it with the rest of our learning curriculum.

Strand 3: Learning cohort technical support on using MEAL data (extension)

- **Deliver MEAL sessions** within cohort learning journeys and at wider webinars, for example on monitoring advocacy progress.
- **Give one-to-one and small-group technical support** to cohort participants and their organisations on feminist MEAL, manageable systems and communicating impact.
- **Help participants use their own MEAL data** in data-driven storytelling and advocacy, working with our storytelling and communications lead.
- **Support the MEAL of the cohorts themselves**, including pre- and post-surveys, midpoint and endline assessments, and synthesis reporting.
- **Adapt the module and support** for other cohorts and coalitions Equal Measures works with.

Indicative deliverables

Initial 20-day phase (20 days over roughly eight weeks; Strands 1 and 2): a MEL framework outline and build plan, a first draft of the Factivist counting rules, a MEAL learning needs analysis, and a detailed outline of the learning module with a first draft of its core unit. A joint review at the end of the phase decides the extension and the remaining timeline.

Deliverable	Strand
Fuller Equal Measures MEL framework (outcome areas, indicators, evidence standards, Factivist and reach-counting rules)	1
Pathway-of-change template, portfolio learning review process and specification for the shared learning and engagement system, with team orientation	1
MEAL learning needs analysis, drawing on the existing curriculum, partner feedback and cohort baselines where available	2
Feminist MEAL learning module (self-paced and facilitated versions), with practical tools and templates	2
MEAL sessions, technical support log and short learning notes on common MEAL challenges	3 (extension)
Contributions to cohort MEAL, including midpoint and endline assessments and synthesis reporting	3 (extension)

Requirements

Essential

- Substantial practical experience designing and implementing feminist MEAL frameworks
- Track record supporting women's rights, feminist or LGBTQI+ organisations, including small organisations without MEAL staff
- Experience designing and delivering adult learning, both live online and self-paced, for mixed audiences across regions
- Strong grasp of contribution analysis, adaptive and participatory approaches to advocacy and systems change
- Ability to help organisations communicate their impact and turn MEAL data into evidence for reporting and advocacy
- Commitment to ethical, do-no-harm data practice, including data ownership and safeguarding
- Fluent written and spoken English

Desirable

- Working French is preferred. Spanish is an asset.
- Based in or with deep experience of Africa is desirable, as is familiarity with Latin America, the Caribbean or Asia.
- Familiarity with gender data or data-driven advocacy.
- Experience with donor-funded, multi-country learning or capacity-strengthening programmes.
- Experience with training-of-trainers or community-of-practice models.

This is a remote consultancy.

The consultant will report to Jennifer Grant, Interim Senior Director, and work closely with Coretta Jonah, Senior Data Capacity Lead, on Strands 2 and 3.

Timeline

Work starts as soon as possible. The initial phase is 20 days spread over roughly eight weeks and ends with a joint review. That review will decide the Strand 3 extension and the remaining timeline. Strand 3 may be contracted separately, with its own scope and fee.

Proposal requirements

Proposals should include:

- CV
- A two-page note on your approach to feminist MEAL for organisations with limited capacity
- An example of a MEAL tool or training you have designed
- Daily rate in USD
- 2 references
- Confirmation of your availability to start within two weeks

Evaluation criteria

- Relevant feminist MEAL experience and track record – 30%
- Quality of the proposed approach for limited-capacity organisations – 30%
- Learning design experience and language and regional fit – 15%
- Value for money – 25%

How to apply

Please send your proposal to jennifer.grant@equalmeasures2030.org with “RfP Feminist MEAL Consultant – Consultant name” in the subject line by 23 November 2026. Questions can be sent to the same address by 18 November 2026.

We review proposals on a rolling basis and may begin interviews before the deadline. Only shortlisted consultants will be contacted.

Consultants from and based in the Global South and from historically oppressed groups are strongly encouraged to apply.