

Consultancy:
ADULT DIGITAL LEARNING SPECIALIST
TERMS OF REFERENCE

Technical Assistance: Develop an online Sexual and Reproductive Health and Rights (SRHR) Continuing Professional Development (CPD) courses for health professionals in Malawi in collaboration with the Association of Malawian Midwives (AMAMI)
TRUST Project

TECHNICAL ACTIVITY: The Canadian Association of Midwives (CAM) wishes to recruit **one (1) Canadian Adult Digital Learning Specialist** to provide technical assistance to the Association of Malawian Midwives (AMAMI) to strengthen access to high-quality, digital Continuing Professional Development (CPD) material for nurses and midwives in Malawi. Working collaboratively with AMAMI, a Malawian midwife consultant, and key government stakeholders, the consultant will review and adapt existing CPD materials and lead the digitization of 2 - 4 online CPD courses on gender-and climate-responsive priority SRHR topics for the Nurses and Midwives Council of Malawi (NMCM) online learning platform hosted by the Malawi Ministry of Health (MoH) through the National Quality Management Directorate (QMD). The consultant will also support the validation of the developed online courses with relevant Ministry of Health directorates, ensuring that courses receive accreditation and that learner assessment tools, including pre- and post-tests, are integrated to facilitate effective knowledge acquisition and course evaluation. AMAMI will additionally support the recruitment of local content developers to produce multimedia assets, such as videos, photographs, and voice testimonial recordings.

Timeframe: October 2026 – January 2027

Location: Hybrid, includes 5 working days in Lilongwe, Malawi (days in Malawi to be within timeframe and agreed with CAM/AMAMI)

Remuneration: Up to **\$21,689 CAD** (inclusive of taxes)

F. INTRODUCTION: TRUST PROJECT SUMMARY

The TRUST: Women's Voice, Midwifery Leadership for Resilient Health is a 5-year Global Affairs Canada-funded initiative led by the CAM that aims to strengthen gender- and climate-responsive, resilient health systems in Malawi and South Sudan. The project seeks to improve the ability of women and girls, including adolescents and those facing intersecting forms of marginalization, to exercise their sexual and reproductive health and rights (SRHR) by advancing midwifery leadership, expanding access to inclusive, rights-based care, and engaging communities in participatory, gender-transformative approaches. Through partnerships with midwifery associations, women- and youth-led organizations, and other local and international stakeholders, TRUST supports a range of activities, including health professional training and mentorship, midwifery leadership development, operational and academic research, social accountability initiatives, radio-enabled community engagement campaigns, and participation in transnational learning and advocacy networks focused on advancing collective SRHR priorities such as climate change, Indigenous rights, and SRHR neglected areas. These efforts are designed to address persistent barriers to SRHR and improve access to and quality of essential maternity care services, with an estimated reach of over 1.6 million direct and indirect beneficiaries. By investing in skilled health professionals and promoting inclusive, rights-based care, TRUST will help ensure that health systems can respond flexibly and effectively to both acute crises and ongoing challenges. The project's multipronged approach will foster an enabling environment that upholds the rights and agency of all individuals, specifically women and girls, and marginalized groups, ultimately contributing to improved SRHR outcomes and more equitable health systems in Malawi and South Sudan.

This 5-year project, supported by the Government of Canada through Global Affairs Canada, is led by CAM in close collaboration with its project partners, including the Association of Malawian Midwives

(AMAMI) and the South Sudan Nurses and Midwives Association (SSNAMA). CAM oversees the overall management of the project and contributes its technical expertise, while supporting a consortium of implementing organizations that also include Farm Radio International, Farm Radio Trust Malawi, CARE Canada, CARE South Sudan, the Association of Gynecologists and Obstetricians of South Sudan, and the Association of Media for Development of South Sudan.

Project Partners

CAM

As the professional association representing midwifery in Canada, CAM believes that midwives play a unique and fundamental role in promoting sexual health and reproductive rights, and in the delivery of quality reproductive, maternal, and newborn health care – both in Canada and internationally. Since 2008, CAM has been working with other national midwifery associations around the world to provide opportunities for mutual capacity building and collaboration on development projects. Through strong partnerships with midwifery associations, CAM is committed to ensuring that the perspectives of our partners contribute meaningfully to informing maternal, newborn, and child health programs. These perspectives guide how we plan and prioritize our international work and how we link the expertise of the Canadian midwifery community to midwives elsewhere in the world.

AMAMI

AMAMI, is the national professional association of midwives in Malawi, and works in a broad range of areas to support the continuous improvement of the midwifery profession in Malawi. AMAMI was established in 1997 after one of Malawi's prominent midwives attended the International Confederation of Midwives (ICM) conference in Oslo in 1996. It has extensive experience strengthening midwifery and SRHR at district, regional, and national levels, with a proven track record of securing support from major international partners such as USAID, UNFPA, Rotary International, and the International Confederation of Midwives (ICM). AMAMI works in close collaboration with district and national ministries of health and related stakeholders.

B. BACKGROUND AND RATIONALE FOR ASSIGNMENT

Malawi has some of the highest maternal and neonatal mortality rates in the world. Women and girls in both countries encounter significant obstacles to gender equality and inclusion, such as high rates of child marriage, limited access to education and economic opportunities, gender-based violence, and entrenched cultural and structural norms that restrict their rights and participation. Adolescent pregnancies are prevalent, and persistent barriers to quality health care exist, including limited access to skilled birth attendants (SBA) and significant gaps in the availability and reach of health facilities. These barriers are often compounded for marginalized groups, such as adolescent girls, women living with disabilities, those in climate- and/or conflict-affected areas, and members of minority ethnic populations, who experience even greater inequities in health access and outcomes. In Malawi, notable progress has been made in expanding access to maternal health care, but maternal mortality remains a significant concern, with a maternal mortality ratio (MMR) of 225 per 100,000 live births and a neonatal mortality rate (NMR) of 18.8 per 1,000 live births. These figures underscore deeply rooted health systems challenges, such as critical shortages of trained health workers, inequitable access to care, and structural barriers that disproportionately affect women, girls, and marginalized groups, particularly in settings where they are unable to fully exercise their sexual and reproductive rights.

The TRUST project aims to strengthen resilient, gender- and climate-responsive health systems in Malawi and South Sudan by improving the agency of women and girls, including marginalized groups, to exercise their sexual and reproductive health and rights (SRHR), with a focus on midwifery leadership, community engagement, and inclusive, rights-based care. The TRUST project is firmly anchored in WHO's framework for resilient health systems, which prioritizes the capacity to prevent, prepare for, adapt to, respond to, and recover from public health threats while consistently delivering essential, high-quality services (WHO, 2025).

To support the TRUST project's objective of increasing the readiness of midwives to deliver evidence-based, rights-based, and gender- and climate-responsive SRHR services, the project is strengthening the delivery and sustainability of CPD in Malawi. As part of this effort, gender- and climate-responsive priority SRHR training materials will be reviewed, adapted, and digitized for delivery through the Nurses and Midwives Council of Malawi (NMCM) online learning platform. AMAMI will concurrently engage a local consultant to collect, develop, and produce audio-visual content that will be integrated into the online courses. The content will be representative of diverse groups that seek SRH services, including adolescents and people with disabilities, context-specific to Malawi and their health workforce, and engaging for online learners.

The Adult Digital Learning Specialist will provide the technical expertise needed to translate CPD materials into high-quality, interactive online courses accessible to nurses and midwives across Malawi. By embedding these learning resources within national CPD systems and strengthening AMAMI and national health stakeholders' capacity to manage and maintain digital learning, the consultancy will enhance health workforce competencies while promoting the long-term sustainability, accessibility, and institutionalization of accredited CPD beyond the duration of the TRUST Project.

C. GOAL AND OBJECTIVES OF THE ASSIGNMENT

Goal: The overall goal of the consultancy is to support the TRUST Project's objective of increasing the readiness of midwives to provide evidence-based, rights-based, and gender- and climate-responsive sexual and reproductive health and rights services by strengthening the accessibility, quality, and sustainability of online continuing professional development in Malawi.

Specific objectives are:

- To review, adapt, and digitize 2-4 priority CPD courses on SRHR to ensure they are evidence-based, rights-based, gender- and climate-responsive, and suitable for online delivery.
- To collaborate with AMAMI and their audio/visual consultant to integrate content collected/developed for the CPD modules, including videos, photographs, case studies and voice recordings, to ensure that the courses are contextually relevant and engaging.
- To strengthen national capacity to develop, manage, and sustain high-quality online CPD by collaborating with local consultants and key government stakeholders (notably QMD Technical Officer) throughout the course development process.
- To integrate digitized CPD courses into NMCM online learning platform, expanding equitable access to accredited professional development opportunities for nurses and midwives.
- To support the quality assurance and validation of online CPD courses through collaboration with AMAMI, the Malawi Ministry of Health through the Reproductive Health Directorate (RHD) and Quality Management Directorate (QMD), and other relevant stakeholders.
- To develop learner assessment tools, including pre- and post-course evaluations, to measure knowledge acquisition and support continuous improvement of online CPD offerings.
- To ensure and contribute to the institutionalization and long-term sustainability of digital continuing professional development within Malawi's national CPD system.

D. METHODOLOGY AND APPROACH TO ASSIGNMENT

Parties involved: During the assignment, work and collaboration will occur between the following actors:

- Canadian Adult Digital Learning Specialist
- Malawian Midwifery Expert Consultant

- AMAMI TRUST Project Coordinator
- QMD Technical Officer
- Malawi Audio-visual Consultant
- Malawi Ministry of Health, relevant directorates and institutions involved in accreditation of CDP including NMCM, Reproductive Health Directorate, government Midwifery Specialists, lecturers from the Midwifery Departments from Malawi College of Health Sciences and Kamuzu University of Health Sciences (KUHeS)
- CAM Midwifery Technical Expert
- CAM TRUST Project Manager

Methods:

- Review existing materials, specifically the NMCM-developed maternal newborn health (MNH) CPD modules developed from the National Integrated Maternal and Neonatal Care Training Manual for Malawi;
- In collaboration with AMAMI, NMCM, and MoH, select 2 - 4 modules/topics to adapt into online CPD modules;
- Design a learner-centred course structure for each selected module, including clear learning objectives, activities, and assessment strategies;
- Coordinate with AMAMI and local consultant to integrate contextually relevant audio-visual components (e.g., images, short videos, case scenarios, etc.) into the online CPD modules;
- Conduct consultations and working sessions with stakeholders (including national Midwifery Technical Experts, the Ministry of Health, and relevant directorates and institutions) to ensure clinical accuracy of the courses and their eligibility for validation as approved CPD, and to review and validate course content and associated evaluation materials with regulatory body;
- Participate in regular coordination meetings with AMAMI, the Malawian midwife consultant, other Malawi-based experts, and the CAM TRUST project team;
- Upload and configure the finalized courses on NMCM's online learning platform, ensuring functionality, accessibility, and alignment with platform requirements.
- Develop a CPD Course Management and Sustainability Guidance note for stakeholders to be able to troubleshoot issues, make minor changes (such as updating text), maintain the course, etc.

Resources available: During the assignment, the consultant will have access to the following resources:

- CAM TRUST Project Manager to provide coordination support for the assignment, including facilitating stakeholder introductions and engagement, sharing background information on the TRUST project;
- AMAMI TRUST Project Coordinator to provide contextual accompaniment and support throughout the assignment;
- Midwifery Technical Experts from Malawi to collaborate with MoH to ensure clinical accuracy and contextualize course material, including aligning content with national regulatory standards to support official validation of CDP by relevant government bodies.

- CAM Midwifery Technical Expert to answer technical questions related to content production, and to review and provide feedback on deliverables;
- Audio-visual consultant to provide context-specific materials for the incorporation into the courses, including images, testimonial videos, case studies, and similar content;
- Workspace at the AMAMI office with access to Wi-Fi (please note that reliable Internet connection cannot be guaranteed at all times) while in Malawi;
- Airfare, accommodation and transport while in Malawi provided through CAM.

The consultant will be required to use their own laptop computer to carry out the assignment. No computer will be provided by the project.

CAM will support the consultant with respect to preparing the work contract, facilitating contact and subsequent communications with AMAMI, providing pre-departure briefing, procuring airfare, arranging local accommodation and transportation, providing instructions for letters of invitation (no visa required for Canadian passport holders), and providing document templates for the final activity report, invoicing, and expense reimbursement.

The consultant will be responsible for ensuring that all administrative requirements related to the assignment are fulfilled in a timely manner and in accordance with CAM and donor policies, procedures, and requirements, as well as the terms of the consultant contract. This includes providing CAM with all required personal and travel information and documentation, complying with applicable travel and health requirements, participating in required pre-departure activities, and submitting the final activity report, invoices, and expense documentation within the required timelines.

Any questions and concerns that may arise before, during or after the assignment should be directed to the CAM TRUST Project Manager. While in Malawi, AMAMI will act as primary contact to the consultant.

E. DELIVERABLES

- Inception report, that includes assignment workplan
- Digitized online CPD modules and evaluation tools
- Integrated/uploaded digitized online CPD modules and evaluation tools onto Nurses and Midwives Council of Malawi's learning platform
 1. CPD Course Management and Sustainability Guidance provided to stakeholders
 2. Final Consultancy Report (a reporting template will be provided by CAM)

F. PROPOSED TIMELINE AND WORK STRUCTURE

Activity	Timeline
Inception Phase and Work Planning Activities • Review relevant background and reference materials. • Meet with project stakeholders to clarify objectives, scope, methodology, roles, and expectations. • Facilitate an inception meeting to validate the proposed methodology and work plan. • Develop inception report (which includes digitization plan, proposed evaluation tools, assignment workplan, management and sustainability plan). • Present and validate the inception report to project stakeholders.	Oct 2026

Activity	Timeline
Prepare and submit an inception report incorporating feedback from the inception meeting.	
Development of Draft Online CPD Modules and Evaluation Tools Develop draft versions of online CPD modules and evaluation tools from NMCM-developed SRHR content in collaboration with local stakeholders	Oct 2026
Finalization of Validated Online CPD Modules and Evaluation Tools - Conduct in-person consultations and working sessions with relevant stakeholders to finalize online CPD modules and evaluation tools, including integration of contextual audio-visual elements - Support AMAMI in validation meeting of online CPD modules and evaluation tools to the respective regulatory body (MoH, QMD, and NMCM) and respond/incorporate feedback - Finalize and upload validated online CPD modules to NMCM platform	Nov 2026 to Jan 2027
Finalize Course Management and Sustainability Guidance Note and Final Report - Finalize online CPD Course Management and Sustainability Guidance note/plan for Malawi stakeholders - Develop report which describes the work conducted, challenges, successes and lessons learnt, final results, and recommendations for the continuity and sustainability for online CPD in Malawi. - Finalize consultancy/activity report	Jan 2027

All deliverables will be subject to review and validation by AMAMI, CAM Midwifery Technical Expert and TRUST Project Manager. **The final deliverables should be submitted by January 30, 2027, along with an invoice for the full amount of work.**

G. REMUNERATION

As full compensation for the services rendered according to this Agreement, CAM shall pay the Consultant a maximum amount of **\$21,689 CAD**. This amount includes all relevant taxes (GST/PST/HST) and expenses incurred in the preparation of milestones and deliverables (with the exception of travel expenses covered by CAM, as listed below).

CAM will cover roundtrip airfare from Canada to Lilongwe, Malawi, in-country transportation, visa and processing fees, accommodation, per diems (based on CAM established rates), and communication costs up to \$50 CAD per assignment.

Meals, immunizations, anti-malaria medication, and other costs related to the placement and preparation of deliverables are the responsibility of the consultant.

H. QUALIFICATIONS AND EXPERIENCE

The ideal consultant will have the following qualifications and experience:

Essential qualifications and experience

- Post-secondary degree in adult education, instructional design, educational technology, health sciences, nursing, midwifery, public health, or a related field.
- Minimum of 5 years of professional experience in adult learning, instructional design, digital learning, or online continuing professional development, preferably within the health or education sectors.
- Demonstrated experience designing, developing, and/or digitizing online courses for adult learners, including the development of learning objectives, interactive learning activities, assessments, and evaluation tools.
- Demonstrated experience translating existing technical or professional training materials into engaging, learner-centred online courses.
- Experience developing or adapting continuing professional development (CPD) or in-service training for health professionals, preferably midwives, nurses, or other health-care providers.
- Strong understanding of adult learning principles and their application to online and self-directed learning.
- Experience working collaboratively with subject-matter experts and technical stakeholders to ensure the accuracy, relevance, and usability of online learning content.
- Demonstrated ability to develop learner assessment tools, including pre- and post-course assessments, knowledge checks, and other methods for evaluating learning outcomes.
- Experience incorporating multimedia and interactive elements into online learning, such as video, audio, images, case studies, scenarios, quizzes, and other learner-centred approaches.
- Experience working with learning management systems (LMS) and demonstrated ability to upload, configure, test, and troubleshoot online courses within an LMS.
- Strong written and verbal communication skills in English, with the ability to facilitate consultations and working sessions with diverse technical and professional stakeholders.
- Demonstrated ability to work independently, manage multiple deliverables within a defined timeframe, and incorporate feedback from multiple stakeholders into final products.
- Experience working in international development, global health, or low- and middle-resource country contexts is strongly preferred.
- Experience working with government ministries, professional regulatory bodies, or accreditation/CPD systems is an asset.

Desirable experience and competencies

- Experience developing online learning related to sexual and reproductive health and rights (SRHR), maternal and newborn health, midwifery, nursing, or other health-related topics.
- Familiarity with gender-responsive, rights-based, inclusive, and climate-responsive approaches to health programming and adult learning.
- Experience designing learning content that is accessible and inclusive of diverse learners, including adolescents, people with disabilities, and other marginalized populations.
- Experience supporting the institutionalization and sustainability of digital learning systems, including developing guidance for local teams to manage, update, and maintain online courses.
- Previous experience working in Malawi or sub-Saharan Africa is an asset.
- Experience collaborating with local consultants and supporting capacity strengthening and knowledge transfer is an asset.

I. HOW TO APPLY

Interested applicants are invited to submit:

- A current CV; and
- A cover letter of no more than two pages outlining their qualifications, relevant experience, and interest in the consultancy.

Applications should be submitted by email to admin@canadianmidwives.org with the subject line: "TRUST – Adult Digital Learning Specialist" no later than **September 25, 2026**.

For inquiries regarding the consultancy, please contact Jennifer King at jking@canadianmidwives.org.