Messaging Campaign to Amplify Ahlan Simsim’s Impact and Influence

**Background**

Ahlan Simsim is a groundbreaking, innovative Early Childhood Development partnership between Sesame Workshop and the International Rescue Committee. The project’s origins are ones of ambition, creativity and innovation that come together to make a concrete difference in children’s lives in the Middle East and help transform the humanitarian sector by prioritizing early childhood development in crisis and conflict setting. Project started in 2018 after winning the inaugural 100&Change award from the MacArthur Foundation and was followed by and additional investment by the LEGO foundation to catalyze the initial investment for even bigger impact.

The project is now in its fifth year (of six years) and has a wealth of learning, research and experience that project partners are keen to communicate broadly to fully deliver on the promise of the project to influence the Humanitarian sector at large and promote sustainability of Ahlan Simsim. In line with this objective, Sesame Workshop and IRC will organize a workstream that will allow for us to amplify our impact and influence. This workstream will draw from existing work on advocacy, research, learning and the overall experience of the Ahlan Simsim project in implementing effective and quality-driven ECD programming. The generation of a cumulative package of content which reflects Ahlan Simsim’s learnings will be used to elevate stories from different levels and stakeholders of the project to:

- Elevate and reinforce the importance of ECD in humanitarian settings and position Ahlan Simsim and the IRC + Sesame Workshop partnership as a groundbreaking project in increasing the awareness of ECD globally
- Highlight how effective and flexible funding and philanthropy can have an exponential impact
- Build awareness of the transformative potential of the Ahlan Simsim program among funders and implementers, and facilitate engagement with potential supports

The partnership is seeking creative and strategic thinker for a two-month period to put together a proposal that offers ideas on how to organize this work. The initial two-month phase will be focused on generating the strategy and plan with an option to bid on phase II focused on the implementation of the plan depending on the proposed scope. The year-long plan should:

- Design a campaign that allows for (over a 12-month period and at strategic points and intervals) to share Ahlan Simsim learning, impact and stories with a variety of stakeholders. The campaign should focus on the specific experience and success of Ahlan Simsim.
- Within that framework a specific plan and focus should be given to storytelling, branding/marketing strategy, content development, production, and dissemination support, through communication engagement in traditional and social media
- We see this person therefore engaging in:
  - Communications/campaign design in line with the above
  - Targeted recommendations on when and how to share information in creative ways grounded in a clear assessment of why to ensure we are maximizing resources
  - Supporting the partnership to prepare for different targets and options for sharing impact research; with several Impact Evaluations set to finalize in the coming 4 - 6 months we want to maximize our ability to share findings appropriate and relatable for different audiences and groups
- An estimate of resources (human and financial) required to carry out the proposed plan

Applicants should submit a proposal with a clear plan for and ways of meaningfully responding to the above points and include a topline roadmap for the work. We encourage applicants to think about this work in a way that elevates

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1 In this context a campaign means a series of targeted engagements or interactions using different tactics to reach the overall goal as stated in the beginning of the TOR.
messaging and identify proposed outcomes. Messaging and assets should be simple, user friendly and easily translatable between English and Arabic.

Requirements

- Demonstrated experience in strategic communications
- Strong understanding of the INGO, UN and humanitarian landscape, including with existing ECDiE coalitions and partnerships such as the Moving Minds Alliance, INEE, and ECDAN
- Demonstrated strategic planning capacity
- English and Arabic fluency essential
- Well-developed oral and written communication skills
- Strict adherence to confidentiality
- Creative thinker with demonstrated track record of out of the box approaches