

Helen Keller Intl Job Announcement

Media Relations Manager

*(US East Coast preferred;
other locations will be considered where Helen Keller can support employment)*

Guided by the remarkable legacy of its co-founder, Helen Keller, Helen Keller Intl partners with communities that are striving to overcome longstanding cycles of poverty. By delivering the essential building blocks of good health, sound nutrition, and clear vision, we help millions of people create lasting change in their own lives. Working in 20 countries – across Africa, Asia, Europe, and the United States – and together with a global community of supporters, we ensure every person has the opportunity – as Helen did – to reach their true potential.

Helen Keller is seeking a Media Relations Manager to position Helen Keller as a thought leader in the international healthcare space and secure prominent media placements and key speaking engagements. The Manager will play a crucial role in implementing our thought leadership strategy anchored by Big Ideas – overarching concepts that combine Helen Keller's on-the-ground expertise and research, align with public conversations in global health, and highlight our unique value in the global health sector.

Our ideal candidate has a track record of securing prominent media coverage, is a strong writer who can translate technical work for mainstream audiences and enjoys building new strategies and relationships.

Reporting to the Director, Marketing and Communications, the Media Relations Manager will be a key member of Helen Keller's growing Marketing and Communications team. They will integrate and collaborate with our advocacy, program, and country teams to develop compelling pitches that put people first and support colleagues when engaging with media.

Key Responsibilities

- Develop and pitch stories to media outlets and write and distribute press releases to generate media coverage to increase Helen Keller's visibility.
- Partner with program and country colleagues to source and develop compelling content that illustrates the effectiveness, evidence-base, and impact of Helen Keller's work.
- Cultivate and sustain relationships with key media contacts, including journalists, editors and producers, and conference and event leads.
- Coordinate media opportunities including events, field trips, interviews, and filming engagements.
- Monitor media coverage and trends, report on results to internal stakeholders, and suggest ways to evolve our stories to gain traction in a changing environment.
- Prepare and support thought leaders with speaking engagements including interviews, presentation review, messaging and talking points, and media coaching as needed.

- Co-manage contracted agency with Director and shape scopes of work and RFPs for new contractual relationships, as needed.
- Identify, evolve, and help ideate future Big Ideas to be tested.
- As part of our team, advance Helen Keller’s culture of philanthropy and inclusivity, building knowledge and skills across the organization.

Required Qualifications and Competencies

- **Education:** Degree in communications, journalism, public relations, or related field preferred.
- **Experience:** 6-8 years of media outreach experience, preferably within a global public health organization or nonprofit, or equivalent combination of education and experience.
- Superior English language writing, editing, and proofreading skills, with focus and experience in synthesizing complex content into essential, compelling messages for global citizens, journalists, and prominent global media outlets.
- Excellent relationship building skills including working with colleagues across different countries, time zones and disciplines.
- Proven experience and ability to secure prominent media coverage effectively prepare colleagues for media opportunities, knowledge of global media outlets and trends.
- Ability to independently problem solve and drive your own work across multiple fast-moving projects in a globally dispersed organization with effective prioritization.
- Highly computer literate with demonstrated proficiency with the types of software required for the responsibilities above.
- Collaborative, flexible and solution-oriented. An ability to maintain balance when under stress.
- Demonstrable respect for all persons regardless of religion, ethnicity, class, or gender, with a high comfort level working in a diverse environment with a demonstrated commitment to high professional ethical standards.
- Ability and willingness to flex work hours to accommodate multiple time zones. Core work hours are expected to follow Eastern Time (US).
- Personal commitment to Helen Keller’s mission and the values embodied by our namesake and co-founder: integrity, rigor, courage and compassion.
- Proficiency in French is a plus.

Notes

- Helen Keller requires all US staff and all staff who travel internationally to be fully vaccinated against COVID-19, whether or not they have had COVID.

Compensation

The midpoint of the salary range for this position is \$102,000 with a minimum of \$81,600 and a maximum of \$122,400. Actual base salary will vary based upon, but not limited to, relevant experience, base salary of internal peers, and business specialty.

Helen Keller offers a comprehensive benefits package that includes first-day eligibility for medical, dental, vision, short and long-term disability, and life insurance coverage, along with an Employee Assistance Program, a retirement savings plan with an employer match, paid vacation leave, sick & wellness leave, parental/adoption leave, and opportunities for learning and development.

To Apply

Qualified candidates should submit a cover letter and resume to hki.recruitment@hki.org. Applications will be accepted until the position is filled.

In the spirit of our founder and namesake, Helen Keller is dedicated to building an inclusive workforce where diversity in all its forms is fully valued.

We are an Equal Opportunity Employer where all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, genetic information, disability, or protected veteran status.

We are committed to providing reasonable accommodation for individuals with disabilities. If you are a qualified individual with a disability and need to request an accommodation during the application or interview process, please contact us at the email above or call: +1 646-356-1789.