



## **Helen Keller International Job Announcement**

### **Director of Global Communications** *(New York, NY)*

Established in 1915 with Helen Keller as a founding trustee, Helen Keller International (HKI) is dedicated to saving the sight and lives of the world's most vulnerable and disadvantaged. Headquartered in New York City, HKI has an operating budget of some \$80 million and currently conducts programs in 21 countries in Africa and Asia, as well as in the United States. Renowned for its reliability, efficiency and high level of technical expertise, HKI promotes the development of sustainable, large-scale programs that deliver effective preventative and curative services for nutrition, eye health and neglected tropical diseases. The hallmark of the organization's work is its proven success in developing, testing and scaling-up health interventions, and integrating them within government and community structures to support and build local capacity and sustainable solutions.

HKI is seeking a Director to oversee the Global Communications unit within HKI's External Relations department.

#### **Scope of the Position**

Working to raise awareness of the global health issues that HKI addresses, and to increase and manage the organization's visibility across a range of audiences, including private sector donors, the Director is responsible for public relations media outreach, print and digital communications, website content, design, and functionality, internal and external publications, and promotional events and activities. The position also ensures congruity of messaging and branding across HKI's wide range of domestic and global external outreach and program activities.

#### **Functional Relationships**

This position reports to and will work closely with the Vice President of External Relations and the leaders and staff of the other department units, as well as with senior staff and program colleagues around the world. The position directly manages important vendor relationships, and one professional level employee, who may supervise seasonal or temporary staff, interns and/or volunteer. In addition, the Director co-supervises and integrates the work of several professional level communications staff who are assigned to program teams.

The External Relations department and HKI as a whole are structured in such a way that the work of each unit supports and reinforces the work of every other unit. Regular communication and a spirit of teamwork among colleagues, both hierarchically and laterally are essential to make this structure thrive.

## **Responsibilities**

### Leadership and Management

- In collaboration with the VP of External Relations, develop an integrated communications strategy that promotes and protects HKI's brand, enhances its reputation as a global health leader, and increases its visibility.
- Provide leadership for organizational communications staff working for special projects and in country and regional offices to share information, plans, and to prepare for and maximize local and national media interviews and events.
- Direct and guide/provide media training for key organization staff across HKI to advance representation of HKI's work and impact, and to assure consistent messaging.
- Work closely with the VP of External Relations, to manage crisis communications.
- Develop comprehensive reports that regularly track and analyze Global Communications' activities and efforts, media impact, print, web, and social indicators, and search engine optimization and marketing.
- Create monthly internal newsletter for dissemination to HKI Board of Trustees and staff.
- Supervise Communications Specialist; retain and manage unit interns, develop and oversee budget, and manage and recruit vendors and consultants.
- Partner with External Relations directors and team members to maximize departmental information and efforts and to fulfill annual departmental goals.

### Public Relations and Media Outreach

- Develop an overall public relations plan, defining and implementing strategies for increasing awareness of HKI and our work and impact.
- Use existing and/or cultivate new relationships with journalists and key media outlets in local, national and international markets, and serve as primary contact for media requests.
- Write, edit, and disseminate press releases, media advisories, position papers, organizational messages, talking points, and other copy as needed.
- Direct and approve coverage of HKI (and related topics and themes) in major national and international media – broadcast, print, and digital/online media.
- Plan and execute strategic public speaking engagements for CEO and President and program staff leadership/program experts in print, radio, podcasts, television.
- Liaise with partner organizations and public relations firms for cooperative PR opportunities, as well as for special events.
- Represent HKI at outreach events; deliver presentations; serve as an organizational spokesperson.

### Content

- Develop editorial content, and publish a range of high-quality, effective reports, articles, and other print, digital, and video assets, that advance programs and issues of importance to HKI and serve to generate interest and financial support from both the public and private sectors.
- Conduct research for and create central organizational messages that are compelling and persuasive, and which support HKI's position as a lead INGO in eye health, nutrition, and neglected tropical diseases.
- Build interdepartmental relationships to keep abreast of organizational work and accomplishments.
- Oversee continued evolution of HKI web site content and design, and content and visual asset acquisition.

- Publish monthly e-newsletter and other regular communications to HKI's e-subscriber community.
- Direct team or participate in writing, editing, proofreading, design, photography and video creation.

### Marketing and Advertising

- Increase awareness of the HKI brand across a variety of audiences, including current and potential supporters, and help to position the organization as leader in the global health/international humanitarian assistance sector.
- Work closely with VP and other External Relations staff to identify and engage celebrities/ambassadors to represent HKI.
- Build a comprehensive calendar to capture unit activities, including print, web, and social content, staff conference and speaking engagements, and marketing and advertising promotions, that seeks to complement and enhance the editorial calendars of other units, and integrates program priorities.
- Develop and deploy strategies to increase HKI's digital and social followers.
- Assure consistent use of HKI brand across all platforms and offices.

### **Qualifications**

- Bachelor's degree and minimum 10 years of experience in communication, marketing, and/or public relations, preferably in a nonprofit setting, or equivalent combination of education and experience
- Knowledge of communications and public relations best practices;
- Demonstrated ability to identify, establish and maintain effective working relationships with high level media contacts and experience as a spokesperson in roles requiring knowledge of a broad range of complex and technical issues.
- Proven proficiency in writing, editing, and presentation skills.
- Website content management and design experience, and solid understanding of digital functions, including SEO, SEM, and social media;
- Highly-developed people skills with a focus on mentoring and providing strong leadership and to team members;
- Excellent communication and interpersonal skills, including ability to build and maintain positive working relationships with team members, internal customers, high-level staff and external vendors
- Collaborative team player who excels in a highly dynamic environment and has the ability to work cross functionally.
- Demonstrated success in roles requiring analytic, systematic thinking while managing multiple priorities.
- Ability to travel occasionally nationally and internationally;
- Knowledge of global health issues and/or international development a strong plus.
- Residence in or relocation to the New York City area.

### **To Apply**

Qualified candidates should submit a cover letter and resume to [HKI.Recruitment@hki.org](mailto:HKI.Recruitment@hki.org) noting the job title in the subject line. Applications will be accepted until the position is filled.