

<b>Title:</b>	<b>PR &amp; Donor Communications Manager</b>
<b>Department:</b>	<b>Donor Recruitment &amp; Communications</b>
<b>Key Areas:</b>	<b>Media Relations, Marketing Communications</b>
<b>Direct Report:</b>	<b>Head of Marketing and Communications</b>
<b>Terms of Employment:</b>	<b>Full Time</b>
<b>Employee Category:</b>	<b>Exempt</b>
<b>Locations:</b>	<b>New York, NY</b>

### **ABOUT DKMS**

DKMS is an international nonprofit organization dedicated to the fight against blood cancer and blood disorders by creating awareness, recruiting stem cell donors to provide a second chance at life, raising funds to match donor registrations costs, and supporting the improvement of blood cancer therapies by our own research.

### **POSITION SUMMARY**

The PR and Donor Communications Manager at DKMS will focus on external communications and media storytelling, with a special emphasis on developing compelling narratives that highlight donor impact and engage key audiences. This role is ideal for a communications professional with PR experience who is ready to take the next step in their career, working collaboratively within a structured team environment.

### **RESPONSIBILITIES**

- Building relationships with the media, creating media lists, dealing with press inquiries, logging requests and escalating as appropriate to the Head of Department.
- Work directly with external PR Agency, pitching media stories, connecting with interviewees, ensuring all DKMS representation is correct, and coordinate monthly reporting.
- Develop media pitches with a focus on human-interest stories, especially donor journey and patient outcomes.
- Pro-actively handling follow-up with key journalists/publications.
- Play a key role in supporting DKMS' marketing and communications activities such as World Blood Cancer Day and helping to develop and deliver regional and national PR activities.
- Develop content to raise awareness and encourage registrations.
- Lead storytelling efforts by interviewing donors, patients, and fundraisers to craft compelling stories for media, donor communications, and digital channels.
- Working closely with digital marketing colleagues to provide content for social media and the DKMS website.
- Coordinate and distribute monthly coverage reports provided by the PR agency.
- Help draft and deliver key publications such as a cross-organization annual report, including close liaison with an agency for realization
- Occasionally contribute internal updates for the DKMS intranet, while prioritizing external donor-facing stories and outreach.
- Engage with internal communications activities for international projects/milestones
- Support the local incidence management and crisis resolution program in close collaboration with the global team.
- Support with communications guidelines for various topics in different areas of the organization
- Ensure invoices related to the role are processed promptly and pass on information and invoices to the Finance Department.
- Work on ad hoc projects and any other duties as required by the Country Managers, subject to capacity.

### **REQUIREMENTS/QUALIFICATIONS**

- Minimum 3-5 years of experience in PR, communications, or journalism, with a strong portfolio of storytelling or media placement.
- Ideal candidates have nonprofit or cause-driven brand experience and are looking to take on more ownership while continuing to grow under supportive management.
- Excellent written and verbal communication skills and ability to adapt writing style for a range of audiences.
- Sensitivity and empathy in liaising with patients and their families.
- Experience or demonstrable interest in digital communications and social media.
- Strong organizational skills, creative thinker with a strong passion for DKMS' mission.
- Excellent interpersonal skills and ability to work with members of the public and colleagues at all levels.
- Brings a creative mindset and willingness to think outside of the box
- An understanding and working knowledge of the media landscape.
- Preferred candidate has media contacts and/or a desire to grow their own media contacts.
- Proven ability to work as part of a team and on own initiative and proven ability to work to tight deadlines and under pressure.
- Flexible approach with the ability to adapt to new and changing situations.
- A high level of competence in MS Word, Outlook and Excel and Customer Relationship Management (CRM) experience.
- Willingness to travel internationally on occasion.

**To Apply:** Please send resumes and cover letters to [dkmsrecruiting@dkms.org](mailto:dkmsrecruiting@dkms.org) and place "PR and Donor Communications Manager" in the subject line.

