



Beginning with children since 1875

## Director of Communications

Healing New York (formerly NYSPCC) provides trauma-informed clinical services and prevention programs to children and families affected by abuse and neglect, at no cost to those we serve.

Healing New York seeks a Director of Communications to lead the organization's communications strategy and execution in support of fundraising, visibility, and mission impact. Reporting to the Chief Development & Communications Officer (CDCO), this role will shape how we tell our story to donors, partners, and the broader public.

### Position Overview

The Director of Communications will lead Healing New York's communications function, overseeing core channels and ensuring messaging is clear, compelling, and aligned with fundraising and organizational priorities.

This role is ideal for a strong writer and strategic thinker who can translate complex work into impactful storytelling, drive audience engagement, and support revenue growth through effective communications.

Responsibilities (including but are not limited to):

### Strategic Communications & Brand Management

- Develop and lead the execution of a comprehensive communications strategy aligned with organizational and fundraising priorities
- Serve as a steward of Healing New York's brand, ensuring consistent messaging and positioning across all platforms
- Provide strategic communications counsel to leadership to strengthen visibility and stakeholder engagement

### Media Relations & Public Engagement

- Lead media relations and external communications, including press inquiries, materials, and public-facing opportunities
- Build and manage relationships with media to secure strategic press coverage



Beginning with children since 1875

### Digital & Content Strategy

- Lead digital communications across email, website, and social platforms, including content planning and execution
- Use performance metrics and audience insights to refine strategy and improve digital reach and engagement

### Fundraising & Stakeholder Communications

- Partner with Development to create donor-facing materials and support fundraising campaigns and initiatives
- Translate programmatic work into compelling storytelling that strengthens donor and stakeholder engagement

### Cross-Team Collaboration

- Coordinate communications across program, development, and leadership teams to ensure timely, high-quality execution
- Lead development of workflows and processes to improve efficiency and collaboration

### Qualifications

- Bachelor's degree required
- 6–10 years of experience in communications, marketing, or a related field (nonprofit or mission-driven experience preferred)
- Exceptional writing and editing skills, with experience developing fundraising campaigns, donor communications, website content, and storytelling materials
- Demonstrated ability to develop and execute communications strategies aligned with organizational and fundraising goals
- Experience advising or partnering with senior leadership on messaging, positioning, and external communications
- Strong project management skills, with the ability to manage multiple priorities and drive work forward across teams
- Experience managing digital communications channels (email, website, social) and using performance metrics to inform strategy



Beginning with children since 1875

- Experience managing media relations and developing press materials and public-facing communications
- Ability to translate complex or sensitive topics into clear, compelling, and audience-appropriate messaging
- Collaborative, proactive, and detail-oriented, with strong judgment and follow-through

### Compensation & Benefits

Salary range: \$125K, commensurate with experience

This is a hybrid position based in New York City, with a mix of in-office and remote workdays.

Healing New York offers a comprehensive benefits package, including medical, dental, and vision insurance; a 403(b)-retirement plan; life insurance; and generous paid time off.

### How to Apply

If you meet the qualifications and are interested in this opportunity, please submit your resume and cover letter to [info@healing-ny.org](mailto:info@healing-ny.org).

\*Healing New York is an Equal Opportunity Employer that promotes diversity in its employment practices. Employment decisions are made without regard to an applicant's actual or perceived race, color, religion, creed, sex/gender (including gender identity or expression, pregnancy, childbirth, and related medical conditions), sexual orientation, national origin, ancestry, ethnicity, age, disability, alienage or citizenship status, marital status, arrest or conviction record (consistent with the provisions of New York State's Corrections Law), partnership status, familial status, military status, status as a victim of domestic violence, stalking, or sex offense, veteran status, genetic predisposition or carrier status, or any other characteristic protected by applicable law.