



Communications Consultant: Press Relations

About the Pulitzer Center

The Pulitzer Center champions the power of stories to make complex issues relevant and inspire action. Founded in 2006, the Pulitzer Center has a bold vision to be the venue for the world's most innovative and consequential reporting, with journalism as the key element for mobilizing society through audience engagement strategies. By combining breakthrough journalism and audience engagement, we believe that people and communities who actively engage with systemic challenges will find solutions together. By supporting journalists as they conduct in-depth investigations, produce compelling stories, and engage diverse audiences, we create a ripple effect of world-changing impact.

We support journalism and engagement across five core [Focus Areas](#): climate and environment, peace and conflict, global health, human rights, and information and artificial intelligence. [Learn more about our work and mission.](#)

Scope of Work and Deliverables

The Pulitzer Center will be celebrating a major anniversary milestone of 20 years in 2026. The Center has a goal of being recognized as the trusted leader in transforming journalism into impact—and to be valued as a go-to place for resources on innovative journalism and engagement strategies. We have established a new institutional messaging framework that better aligns with our [mission and strategic vision](#), and are now seeking a press relations agency or freelance consultant with a proven track record of developing and executing effective PR strategies to increase the media coverage, visibility, and awareness of the Pulitzer Center. The press relations consultant will develop and implement strategic media relations campaigns, create content, cultivate relationships with journalists and influencers, and enhance brand communications to better convey the Center's key messages and impact. While the Center's anniversary is in 2026, we expect that this short-term, 4-5 months (considering end-of-year holidays) project will provide a springboard for our success, with the possibility to extend the relationship into 2026.

Results will be assessed based on the number and quality of media placements over the project duration. Activities should include the following:

- Media strategy development: Research and develop a comprehensive media plan aligned with institutional goals and audiences (*more details on our priority regions and audiences below*).

- Thought leadership strategy: Support creation and implementation of thought leadership strategy for the Pulitzer Center's original publications, such as research products or op-eds, while also elevating the profiles of the executive leadership team to key audiences.
- Content creation and distribution: Create and distribute press releases, thought leadership, and impact content to target media outlets and partners.
- Media curation, outreach, and relationship building: Develop lists of key journalists and influencers for strategic outreach. Pitch stories and cultivate relationships with editorial contacts.
- Monitoring and reporting: Track media mentions and curate coverage report, provide regular reports and recommendations to the Pulitzer Center.
- Coordinate responses to media and press requests as needed.

The Pulitzer Center works in 4 major Hub regions (United States, Latin America, Southeast Asia, and Africa/Congo Basin), and would be seeking to raise awareness among the following audiences as part of these efforts, with donors and funders as a main priority: donors, nonprofit and media funders/foundations, policymakers, journalists, educators, and students/young people.

For the period of the contract, one of the focuses and opportunities will be working around events we promote online and offline in the four hubs and major global events where we will have a significant presence (from COP 30 to AI Spotlight Series, for example, and in products and initiatives launched during this period (issues research, major investigations, exhibitions, for example).

Timeline

- **Proposal Submission Deadline:** August 22, 2025
- **Interviews with Selected Candidates:** August 28-29
- **Consultant Selection:** August 29 - September 1
- **Project Start Date:** September 8, 2025
- **Project End Date:** January 31, 2026 (possibility for extension)

Budget: \$30,000 USD

Submission Instructions

Please submit your proposal to Communications Director Sarah Swan at sswan@pulitzercenter.org with the subject line "Press Relations Consultant." You may also contact Sarah Swan with any questions. Please include the CVs or professional

backgrounds of the team who will support the project; the project timeline and scope; as well as the proposed target audiences, media, and strategies to engage these audiences.

Supporting Materials

Our website provides useful background reading and [stories](#) on the Pulitzer Center's [Our Work/Environment](#), [AI Accountability](#), [Rainforest Investigations Network](#), [StoryReach U.S.](#), and [Ocean Reporting Network](#) initiatives. You can learn more about our engagement and education work [here](#), our resources and innovation [here](#), and our impact [here](#). Read more about our [Focus Areas](#). View our [Upcoming events](#).