



## **Job Title: Communications Associate**

Revision Date: 09/20/2024

**Supervisor Title:** Development Manager

**Supervisory Responsibilities:** None

**FLSA Status:** Non-Exempt, Hourly

**Full-Time, Benefits Eligible, 40 Hours/Week**

**Range:** \$25-\$30 per hour

**Beyond Blindness** is a California Nonprofit Corporation founded in 1962 whose mission is to empower children with visual impairments and other disabilities to achieve their fullest potential. We envision a world where all children, no matter their abilities, are equipped to live full and rewarding lives. We value People First, championing and building upon the inherent strengths and value within each child, as well as Family, Connection, Impact, Inclusion, Stewardship, and Optimism.

**Beyond Blindness** is the only organization of its kind in Southern California that provides all of the support and services — outside of medical care — that children with visual impairments and other disabilities need to develop to their highest potential and live fulfilling lives. Beyond Blindness is a one-stop support resource for these children and their families and provides services in clients' homes, at its location in Santa Ana, and in schools throughout Orange County.

### **Position Summary:**

The Communications Associate plays a pivotal role in advancing the communications and marketing efforts of Beyond Blindness. The position will focus primarily on messaging, social media presence, website updates and maintenance, graphic design, press, and publicity, emphasizing broader awareness for Beyond Blindness among its core audiences.

This job description is intended as a guide to the general job responsibilities.

### **Responsibilities**

- Assist with the development and production of quarterly E-newsletters
- Develop and support digital marketing schedule and campaigns to promote events and other programs
- Support media relations activities such as maintaining and updating media lists and drafting press releases
- Runs point with BB's PR & Publicity agency and helps to facilitate relations with reporters and editors and support interviews for CEO
- Develop advertising and coordinate with the graphic designer
- Maintain merchandise, signage, and other branded products
- Support the development and production of annual reports
- Update and support the maintenance of the Beyond Blindness website using WordPress, ensuring that its content is current, engaging, on-message, and aligned with organizational goals
- Manage Beyond Blindness's presence on social media platforms, currently including Meta (Facebook), Instagram, and LinkedIn, including content creation, scheduling, and engagement
- Source photos testimonials, obtain clearances, and maintain a library of assets
- Coordinate with photographers, develop shot lists
- Support the creation of key messages for Beyond Blindness and its core audiences
- Write content for Beyond Blindness's needs, such as promotional materials, decks, a website, letters, testimonials, newsletters, etc.
- Monitor analytics and create reports to measure the success of communications efforts
- Provide administrative support as needed, including maintaining communication materials and files
- Collaborate with team members to brainstorm and execute campaigns that promote Beyond Blindness' mission,

- programs, and case for support
- Other duties, as assigned

**Education:**

- Bachelor's degree required, or equivalent work experience

**Required Experience:**

- 1-3 years of experience in communications, marketing, or related fields, preferably in a non-profit setting
- Excellent written and verbal communication skills
- Proficiency in social media platforms and social media management tools
- Basic graphic design skills and experience with design software (e.g., Canva, Adobe Creative Suite, etc.)
- Experience with website content management systems, especially WordPress.
- Strong organizational and time management skills
- Attention to detail and an eagle eye for proof-reading
- Ability to work independently and collaboratively as part of a diverse and collegial team.

**Preferred Attributes:**

- 3+ years of relevant experience
- Experience editing photos and videos a plus
- Knowledge of digital/social advertising campaigns a plus
- Proactive, takes initiative
- Assertiveness
- Energy and enthusiasm
- Persistence and tenacity
- Some research skills
- Manages time well
- Knowledge of MS Office

**Expectations:**

- Belief in mission and commitment to the community Beyond Blindness serves
- Conducts self in a professional manner
- Willing to work evenings and weekends
- Respectful to supervisors and coworkers
- Regards all employee, donor, family, and stakeholder info as highly confidential

**Licensing & Accreditation Requirements:**

All employees working for Beyond Blindness are required to meet the following at all times:

- LiveScan Fingerprint clearance and background check - DOJ/FBI/Child Abuse Index (one time or upon re-hire)
- Health Screening (one time or upon re-hire)
- Proof of immunity to Measles or MMR Vaccination Record (one time)
- Flu Vaccine within one year (and each year after that)
- TDAP Vaccine within the last 10 years (and every 10 years after that)
- Current COVID-19 Vaccine (Optional)
- Clear TB test or Chest X-ray within last 4 years (and every 4 years after that)
- Current up-to-date credential, license, certification or units for employment

**Beyond Blindness** offers competitive salary and benefits programs, including medical, dental, vision, and life and disability insurance, as well as generous PTO and holiday policies. We also offer continuing education, employee referral bonuses, and childcare programs for eligible employees. We are a diverse community of employees and clients emphasizing a culture of engagement, positivity, and support.