



ABOUT PREVENT BLINDNESS

Founded in 1908, Prevent Blindness is the nation's leading not-for-profit, voluntary eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care through all life stages, Prevent Blindness touches the lives of millions of people each year by promoting eye health, safety, early detection and treatment. As we continue our sight saving mission into the next 100 years, we are fulfilling our vision of prevention through focused attention on our core public health competencies of early detection, patient support, systems enhancement, public policy, research, public awareness, and health education.

THE ROLE

The Associate Director - Digital Communications and Video Content is responsible for developing and managing engaging digital content and video production to support our mission, amplify our message, and increase awareness of vision-related health initiatives. This role reports to the Senior Director, Communications. By joining our Team, you will have the opportunity to make a meaningful difference educating the public about their vision while advancing your career in digital communications and content creation.

RESPONSIBILITIES

- **Digital Content Management:** Work closely with all Prevent Blindness departments, external vendors, and stakeholders to coordinate and implement online content strategy across Prevent Blindness websites to effectively engage diverse audiences across multiple platforms.
- **Website Management:** Ensure content it is regularly updated, user-friendly, and aligned with organizational branding and goals.
- **SEO:** Implement optimization strategies for Prevent Blindness websites.
- **Video Production:** Plan, script, and edit high-quality videos to support marketing campaigns, educational initiatives, and public awareness efforts.
- **Project Management:** Manage multiple projects simultaneously, ensuring timely delivery and alignment with organizational objectives.

- **Analytics and Reporting:** Monitor and evaluate the performance of digital campaigns and content, providing regular reports and insights to inform future strategies.

IDEAL EXPERIENCE AND CHARACTERISTICS

- Bachelor's degree in communications, marketing, digital media, or a related field.
- 1-3 years of experience in digital communication, video production, or a similar role.
- Proven proficiency with WordPress, including website updates and content management.
- Strong project management skills, with the ability to prioritize tasks and meet deadlines.
- Expertise in video production tools, including scripting, shooting, editing, and post-production a plus.
- Exceptional written and verbal communication skills.
- Experience managing social media platforms and content strategies.
- Knowledge of analytics tools (e.g., Google Analytics) and the ability to translate data into actionable insights.
- Creative mindset with attention to detail and a passion for storytelling.
- Experience working in the nonprofit sector or a mission-driven organization.
- Familiarity with accessibility standards and best practices for digital content.
- Knowledge of public health communication.

WORK ENVIRONMENT

- This is a 37.5-hour a week full-time position with full benefits.
- This position is hybrid from the Chicago office. Applicants must reside in the Chicagoland area.
- The workplace is a smoke-free and drug-free environment.

COMPENSATION

Salary range is \$75,000-\$85,000 commensurate with experience. Excellent employee benefits.

Please send resume, cover letter, and a portfolio showcasing relevant work to Kyra Vaughn at kvaughn@preventblindness.org.

Prevent Blindness is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, ethnicity, ancestry, sex, sexual orientation, gender identity, marital status, parental status, religion, national origin, age, disability, veteran status, and other status legally protected by Federal, state, or local law.

Please note that we do not sponsor work visas for any positions. All applicants must be eligible to work in the United States without sponsorship.

Application Deadline: February 28, 2025