



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

We are seeking a passionate and skilled Manager, Health Education, to join the Prevent Blindness team. Reporting to the Senior Director, Public Health, the Manager, Health Education will be responsible for creating engaging and informative content that educates and inspires our target audiences towards actions that prevent blindness and preserve sight. This position will play a key role in cross-departmental engagement through the content development process.

This position is remote, with the option to work in a hybrid arrangement from our main office located in Downtown Chicago.

Responsibilities:

1. Content Creation:

- Develop clear, accurate, and compelling eye health education materials, including articles, blog posts, social media graphic content, fact sheets, video scripts, proposal need statements, and educational guides for various target audiences, such as the general public, public health professionals, and health providers.
- Ensure content aligns with evidence-based practices, health guidelines, and the organization's mission.
- Manage contracted translation services for materials in Spanish and other languages, as needed.
- Establish a cycle and process for development of new content, updating content, or discontinuation of content.
- Employ creative strategies to further advance health education.

2. Research:

- Stay abreast of current vision health trends, peer-reviewed research, and public health issues to inform content creation.

- Collaborate with the Prevent Blindness Scientific Committee, key stakeholders or partners, patient advocates, members of the target audience, and other subject matter experts as needed to ensure the accuracy of the content and to get any other up-to-date information.

3. Collaboration:

- Work closely with the communications and marketing team to integrate health education content into various channels, including the Prevent Blindness website, social media channels, newsletters, and educational campaigns.
- Collaborate with graphic designer to create visually appealing and accessible materials.
- Manage development of video scripts, caption services, and translation standards.

4. Audience Engagement:

- Tailor content to diverse audiences, considering cultural sensitivity, health literacy levels, and accessibility. Engage key stakeholders and experts, such as the Prevent Blindness Scientific Committee, partners, patient advocates, members of the target audience, and other subject matter experts, for guidance on cultural competency, health literacy, and accessibility.
- Implement feedback mechanisms to evaluate the impact and effectiveness of health education materials.
- Collaborate with other departments to ensure the new, updated, and current content is disseminated to reach the target audience.

5. Community Outreach:

- Participate in community events and workshops to understand the needs of the target audience and gather insights for content development.

Qualifications and Skills:

- Bachelor's degree in health education, public health, journalism, or a related field; master's degree preferred.
- 3-5 years of relevant experience.
- Proven experience in health education writing, preferably in a nonprofit or public health setting.
- Strong understanding of public health principles, health disparities, and social determinants of health.
- Exceptional writing and editing skills, with an ability to communicate complex health information in a clear and concise manner.
- Strong research skills.
- Ability to write in a variety of voices for the general population and for public health professionals.

- Strong copy editing and precise attention to detail.
- Ability to work independently on projects.
- Time management skills; ability to consistently meet project deadlines.
- Excellent collaboration and interpersonal skills with internal and external stakeholders.
- Strong organizational and project management skills; ability to manage multiple projects simultaneously.

COMPENSATION

The annual salary for this position is \$70,500-\$78,500, commensurate with the applicant's skills and experience.

BENEFITS

Medical, Dental, Vision, STD, LTD, 403b, Life & AD&D, Limited FSA, Identity Theft Protection, Pet Insurance, Employee Assistance Plan (EAP), Paid Time Off, Annual Wellness Days, Commuter Benefits.

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.

How to Apply: Interested candidates should submit a resume, cover letter, and 2-3 writing samples demonstrating their expertise in health education writing to kvaughn@preventblindness.org. Please include "Health Education Manager Application" in the subject line.

Application Deadline: December 19, 2025