



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 Communications and Marketing Manager role at Prevent Blindness works to increase awareness, engagement, and visibility around vision and eye health, while ensuring alignment with organizational priorities. Reporting to the Vice President, Marketing, this full-time role requires the implementation of compelling communications across digital and social media platforms as well as support of the Prevent Blindness graphic design department.

This position is hybrid, requiring 1-2 days per week on-site in our Chicago office, along with occasional travel.

Key Responsibilities:

- Develops and implements integrated communications and social media marketing efforts, including:
 - Strategizing and managing social media communications channels and campaigns
 - Creating and posting social media content across Prevent Blindness channels including Facebook, Instagram, X, LinkedIn and TikTok
 - Managing paid content, invoicing, and payment processing
 - Producing monthly monitoring reports for social media platforms across all PB channels and establishing goals, key performance indicators, and performance metrics
 - Overseeing Influencer strategies and programs – managing contracts, timelines, deliverables, budgets, and approvals for all projects
 - Monitoring emerging strategies and platforms and providing recommendations for growth, audience generation, and brand awareness
- Collaborates with the Prevent Blindness video production team to support content development and dissemination (ex. YouTube/social media videos), including:

- Scheduling expert/patient interviews as needed
- Serving as the social media communications contact across Prevent Blindness departments, including digital communications, development, program and public health, and government affairs (advocacy)
- Editing and posting videos on social media
- Assists graphic design and production efforts and provides media relations support. Responsibilities may include:
 - Coordinating large print jobs & mailings
 - Securing pricing quotes/bids for branded materials
 - Media relations tracking and reporting
- Attendance of Prevent Blindness Board of Directors meetings and Development Committee meetings
- Assists with other functions as needed and assigned by supervisor

Qualifications:

Education

- Undergraduate degree in communications, marketing and/or business or related field or equivalent experience.

Experience

- Minimum 3-5 years of experience in communications and/or marketing.
- Experience with communication strategies for public health, nonprofit, patient advocacy, and health education preferred.

Skills & Competencies

- Proficient in Microsoft Word, PowerPoint, Excel, and Outlook as well as project management tools.
- Proficient in social media analytics tools.
- Strong writing, attention to detail, and excellent interpersonal skills are essential.
- Experience in graphic design preferred.
- Proficiency in Canva and/or Adobe Creative suite design products preferred.
- Ability to adapt English-language communications for Spanish-speaking audiences preferred.
- Strong organizational and project management skills; ability to manage multiple programs and activities simultaneously.
- Ability to work both independently and collaboratively.

- Ability to maintain strict confidentiality.
- Ability to distinguish what is significant and to set priorities.

Work Environment

- This position is hybrid with occasional travel required.
- Prevent Blindness is a smoke-free and drug-free environment.

Compensation

- \$62,000.00 - \$67,000.00 per year, commensurate with experience.

Benefits

This position is eligible for all Prevent Blindness benefits, including Medical, Dental, Vision, Life, 403b, Short-term disability, Long-term disability, Life/AD&D, Critical Illness, Limited Purpose FSA, Commuter Benefits, LifeLock, and Pet insurance.

Please send resume and cover letter 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: Post for 30 days from approval.