



Job Title: Marketing Director

Revision Date: 1/6/2025

Supervisor Title: Interim CDO

Supervisory Responsibilities: Marketing components of Development and Marketing Coordinator's (shared resource) job, contract graphic designer, contract PR Firm, PR & Marketing components of contract Event Coordinator

FLSA Status: Exempt

Full-Time, Benefits Eligible, 40 Hours Per Week

In-Person Attendance is essential for this role

At-Will Position

Salary Range: 105K to 125K

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 values 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 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 Marketing Director leads the marketing and communications efforts of Beyond Blindness. The position leads branding, outreach, messaging, social media and online presence (website), design, press and publicity and with an emphasis on building awareness for Beyond Blindness among its core audiences.

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

Responsibilities

- Develop and execute annual marketing strategy including but not limited to, campaigns and digital marketing, social media, internally and externally to promote events, fundraising initiatives and other programs and other initiatives.
- Negotiate and manage all Marketing and PR support contracts including but not limited to graphic designer, PR firm, event coordinator, and mail house.
- 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, support interviews and thought leadership for CEO.
- Runs point with BB's print and mail house.
- Manage marketing budget including advertising buy with OCBJ.
- Develop all advertising and sponsorship documents and pitch deck in coordination with graphic designer.
- Develop and produce quarterly E-newsletters.
- Maintain branded merchandise, signage and other collateral.
- Support development and production of annual report in conjunction with Development and Finance teams.
- Update and support maintenance of Beyond Blindness website using WordPress ensuring content and visuals are current, engaging, on-message and aligned with organizational goals and programs.

- Build brand awareness, positioning, and manage Beyond Blindness presence on social media platforms, currently including Meta (Facebook), Instagram and LinkedIn including content creation, scheduling, and engagement.
- Build social media following across platforms.
- Advise and support CEO's social media postings for Beyond Blindness.
- Source photos, testimonials, obtain clearances and maintain library of assets.
- Coordinate with photographers, develop shot lists for website, fundraising and family events as appropriate.
- Support the creation of key messages and positioning for Beyond Blindness among its core audiences.
- Write content for Beyond Blindness needs – promotional materials, decks, website, letters, testimonials, fundraising campaigns, newsletters, etc.
- Monitor analytics and create reports to measure success of communications efforts.
- Collaborate with team members to brainstorm and execute campaigns that promote Beyond Blindness' mission, programs, and case for support.
- Other duties, as assigned.

Expectations

- **Commitment to the mission and the community Beyond Blindness serves**
- **Conduct self in a professional manner**
- **Willing to work some evenings and weekends**
- **Respectful to supervisors and coworkers**
- **Regards all employee, client, and stakeholder info as highly confidential**

Education & Experience

- Bachelor's degree
- 5 years of experience in marketing, communications, 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
- Knowledge of digital/social advertising campaigns, SEO, and other marketing tactics
- Ability to analyze data to inform decision-making
- 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
- Budget-management experience
- Ability to work independently and collaboratively as part of a diverse and collegial team

Preferred Attributes

- Experience editing photos and videos a plus
- Proactive, takes initiative
- Management experience – staff and/or agency
- Brand-building experience
- Energy and enthusiasm
- Persistence and tenacity
- Knowledge of MS Office

Licensing & Accreditation Requirements

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

1. LiveScan Fingerprint clearance and background check - DOJ/FBI/Child Abuse Index (one time or upon re-hire)
2. Health Screening (one time or upon re-hire)
3. Proof of immunity to Measles or MMR Vaccination Record (one time)

4. Flu Vaccine within one year (and each year thereafter)
5. TDAP Vaccine within last 10 years (and every 10 years thereafter)
6. Current COVID-19 Vaccine (fully vaccinated)
7. Clear TB test or Chest X-ray within last 4 years (and every 4 years thereafter)
8. Current up-to-date Credential, License, Certification or Units for employment
9. Valid Driver's License and current auto insurance

Beyond Blindness offers competitive salary and benefits programs including medical, dental, vision and life and disability insurance to employees as well as generous holiday and PTO policies. We also have a variety of additional continuing education, employee referral and childcare programs for eligible employees. Beyond Blindness is a diverse community of employees and clients with an emphasis on a culture of engagement, positivity, and support.