# Communications Specialist

Office of the President

## Description

The National Federation of the Blind is a membership organization of blind people from each of the fifty states, the District of Columbia, and Puerto Rico. As America's civil rights organization of the blind, the Federation is a coordinated network of skilled advocates, resources, and programs that raise expectations of the blind in society and create opportunities for blind people to live the lives they want. The staff of the Federation are central to the organized blind movement by providing support, professional expertise, and daily contributions to the success of the organization. Working under the direction of the Federation's elected President, the staff advise the organization's leadership and contribute to the vibrant, energetic, and collaborative culture of the organization that raises expectations throughout society.

The National Federation of the Blind is searching for a qualified communications specialist to assist with the distribution communications and marketing plans, coordinate schedules for publications, and support social media efforts. We are excited to add an enthusiastic individual with a strong desire to learn and expand their communications expertise to the team. They have excellent written communication, allowing them to contribute to the content creation process by writing emails, blogs, and social media posts.

This person will be responsible for communication coordination between departments and affiliates, membership engagement, public inquiries, content coordination and writing, integrated content calendar creation and updates, and project oversight as necessary.  Prior experience with communications, branding, digital marketing, and social media is ideal. This individual must be a strong writer, an effective communicator, and able to work with a wide range of stakeholders.

## Responsibilities

* Coordinate and support the organization’s communications strategy and assist implementation of efforts with the Director of Communications and Marketing. Specific responsibilities include:
	+ Maintain organizational editorial calendar, solicit content from stakeholders across the organization, and collaborate with communications group.
	+ Schedule and monitor national NFB social media profiles on Facebook, LinkedIn, Mastodon, YouTube, and other platforms as needed.
	+ Research industry trends, news, and best practices across all platforms. Share best practices.
	+ Maintain lists of logins, passwords, etc. for communications and marketing tools. Ensure secure access and manage content contributors.
	+ Assist with invoices and budgeted items for campaigns, tools, and other communications expenses.
* Act as a liaison for NFB affiliates, chapters, and divisions across the country:
	+ Guide proper establishment of accounts and management of credentials.
	+ Support leaders by offering content, sharing their content, and building connectivity across the organization.
	+ Provide consulting as needed to ensure accounts are on-brand, well-managed, and secure.
* Support data collection and relationship building:
	+ Coordinate general information and referral inquiries coming in via social media, email, and calls. Assist with maintenance of CRM database.
	+ Improve quality of service by recommending improved processes.
	+ Coordinate communications-related projects and perform other duties as assigned.

## Qualifications

* Project management and time-management skills for juggling numerous time-sensitive projects simultaneously.
* Copywriting skills—ability to convey on-brand messaging clearly and concisely in various formats.
* Familiarity of social media content and tools—knowledge about what types of content work best on what platform, how to engage each audience, content optimization, how to increase followers, etc.
* Understanding of SEO principles and implementation—understanding of the relationship between content creation and ability for the target audience to find and engage with the organization online.
* Understanding of accessibility principles especially for nonvisual access preferred.

## Education and Experience

* Bachelor’s degree in a related field.
* Experience with a wide range of communications skills including marketing, advertising, branding, digital marketing, and social media.
* Understanding of the National Federation of the Blind preferred.

## Compensation and Benefits

* The pay range for this position is $54,000 to $60,000 dollars.
* Please go to our [benefits brochure](https://nfb.org/about-us/career-opportunities/employee-benefits-guide) to learn about the employee benefits offered by the National Federation of the Blind.

## How to Apply

We seek individuals who wish to identify with a cause and to assist in advocacy for a group long denied equal opportunity to succeed or fail based on ability and not be denied opportunity based on society’s stereotypes.

This job is open until filled. Applicants should send, preferably via email, a résumé and cover letter indicating salary requirements to: Talent Resource Coordinator, National Federation of the Blind, 200 East Wells Street at Jernigan Place, Baltimore, MD 21230; telephone 410-659-9314, ext. 2413; fax 410-685-5653; email careers@nfb.org.

The National Federation of the Blind is an equal opportunity employer. Accordingly, all terms and conditions of employment will be carried out without regard to race, creed, color, religion, gender, sexual orientation, nationality, marital status, age, or disability. For more detailed information about our commitment to equal opportunity in employment, please email a request to careers@nfb.org.