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**LIGHTHOUSE JOB ANNOUNCEMENT**

POSITION: **Communications Associate**

REPORTS TO: Director of Communications

LightHouse for the Blind and Visually Impaired, headquartered in downtown San Francisco, is looking for a full-time **Communications Associate** to fill a valued role in our growing organization.

**Role Overview:** We are seeking a communications associate to spearhead LightHouse’s communications to new and returning students, stakeholders and collaborators. Part publicist and part community advocate, the communications associate’s function is to increase the LightHouse’s connectivity to our community through our website, email marketing, PR and other creative forms of communication. The communications associate also maintains our lists of contacts and supports the team in both online and in-person communications as needed.

An energetic professional who can master the foundational tasks of maintaining our website, email marketing systems and our press contacts will find significant room for growth in our new communications department. We use written pieces, video, audio and photography to tell the stories of our community, and the communications associate must be fluent in how to use today’s tools to push these stories to the people who need to hear them. Communications is a small, agile team where each individual is expected to think creatively, produce steadily, and be prepared to juggle deadlines. A key part of this job is to work to increase referrals and participation of blind people in Lighthouse programs.

**Qualifications:**

• Graduated from college

• Have paid experience in non-profit marketing, journalism, public relations, sales, project management or a related field

• Are familiar with the blindness community or can demonstrate your drive to learn

• Have impeccable email etiquette; a courteous but convincing communication style that compels the reader to act

• Love spreadsheets and keeping information organized and up-to-date.

• Are relentlessly solutions-oriented

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Are able to use a variety of content management and social media platforms, namely Wordpress, Mailchimp, MS Office, Google Docs and all social networks

**Job Responsibilities:**

• Keep all aspects of the LightHouse web presence accurate, up-to-date and constantly improving (includes content on lighthouse-sf.org, holmanprize.org, staff.lighthouse-sf.org and more)

• Write blog posts and marketing collateral which tells the story of what we do

• Create and issue press releases with targeted distribution

• Develop outreach plans to include list distribution, targeted publicity and influencer outreach for each campaign

• Work closely with LightHouse’s Producer to maximize our campaigns and original content, videos, graphics and more

• Work closely with the LightHouse’s Social Media Specialist to ensure web, email and graphics support social posts and accounts

• Work closely with LightHouse’s Calendar Editor to promote upcoming events, ensure descriptions are well-written, accurate and designed to build excitement amongst all stakeholders

• Work with the Development department to maximize email outreach for fundraising and special events

• Constantly search for new publications, local groups and individuals in the blindness community and other industries who may want to connect with the LightHouse

• Regularly check in with all of our departments about new announcements and opportunities

• Other duties as assigned

**Who We Are:**

LightHouse has an audacious mission – to transform the lives of the 40,000 blind people in the greater Bay Area and beyond. We do this through tech design, disability advocacy, consultation, classes and community formation in San Francisco, our four satellite offices and Enchanted Hills Camp in Napa. We are a fun, fascinating, widely diverse, warm and friendly community. We work in downtown San Francisco in a 40,000 square foot state-of-the-art workspace renowned for its universal design, steps

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from Civic Center BART. LightHouse is working for nothing less than to change the future for blind people and the wider community.

Within a five-minute walk are the world headquarters for Twitter, Uber, Dolby, Zendesk and many other tech giants. Within three blocks are all of the principal building for Northern California’s federal, state and local government. Also in our neighborhood are many theaters, San Francisco Symphony and Opera, the Asian Art Museum and dozens of other key cultural anchors of the entire Bay Area.

The successful candidate will join a unique organization in which blind and sighted professionals work together at every level. Our governing Board of Directors, management and staff are all composed of roughly equal numbers of blind and sighted people, a parity unprecedented in our field.

Founded in 1902, LightHouse for the Blind and Visually Impaired provides skills, resources and community for the advancement of all individuals who are blind or have low vision. Our innovative programs have been featured in 60 Minutes, the New York Times, the Wall Street Journal and beyond. The blind community comes to LightHouse to learn how to travel independently with a white cane, to rejoin the workforce, use accessible technology, and meet a community of mentors and peers. From unique tactile maps, to an unparalleled camp for blind campers, to a world prize for blind ambition, LightHouse offers programs unavailable elsewhere.

**Learn About Us:**

**LightHouse for the Blind and Visually Impaired**

**155 Market Street, 10th Floor**

**San Francisco, CA 94103**

[**www.lighthouse-sf.org**](http://www.lighthouse-sf.org)

**Employee Benefits:**

The LightHouse offers a rich package of benefits, including medical, vision and dental insurance. Employees are eligible for an employer-matched 401(k) plan and subsidized health club membership, among many other perks.

**Compensation:**

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Depending On Experience; industry competitive.

**How to Apply:**

After reviewing the complete Job Description please submit a cover letter and résumé in Microsoft Word attachments (no PDFs please), to hr@lighthouse-sf.org, including the job title in the subject line. We will not consider videos or hyperlinks to online profiles. Due to time constraints we will only respond to complete submissions. Thanks for your understanding.

To access the full Job Application/Job Description for this position, please go to: [www.lighthouse-sf.org/Communications](http://www.lighthouse-sf.org/Communications) Associate