



Job Title: Development & Marketing Associate

Revision Date: 08/06/2026

Supervisor Title: Marketing Director

Supervisory Responsibilities: None

FLSA Status: Non-exempt, Hourly

Full-Time, Benefits Eligible: 40 Hours Per Week

In-Person Attendance: Essential for this role

At-Will Position: Yes

Salary Range: \$28-36 per hour

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 value 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

Supports the organization's fundraising and marketing efforts by supporting donor relationships, coordinating fundraising events, maintaining donor databases, identifying potential donors, and supporting the infrastructure that assists the department in reaching its goals.

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

Responsibilities:

Marketing, Digital & Communications Support

- Design engaging marketing materials including flyers, brochures, event collateral, presentations, signage, annual reports, and branded promotional materials using Canva; Adobe Creative Suite experience strongly preferred
- Create digital and print assets that align with organizational branding standards and support fundraising, program, and community engagement initiatives
- Manage and maintain website content through WordPress or similar content management systems, including updating pages, blog posts, event information, images, and forms
- Assist in optimizing website content for usability, engagement, and search engine visibility
- Develop, execute, and track email marketing campaigns using Mailchimp, Constant Contact, or similar email marketing platforms
- Create email newsletters, fundraising appeals, donor stewardship communications, event invitations, and automated email journeys
- Monitor email campaign performance, including open rates, click-through rates, and engagement metrics, and provide recommendations for improvement

- Create, schedule, and manage content across organizational social media channels including Facebook, Instagram, LinkedIn, YouTube, and emerging platforms as appropriate
- Develop social media content calendars and coordinate content strategies that support fundraising campaigns, events, awareness initiatives, and program storytelling
- Capture, source, and organize photos, videos, testimonials, and other digital assets for ongoing marketing and communications efforts
- Coordinate with photographers, videographers, staff, and families to develop content that highlights organizational impact
- Track and report on website, email marketing, and social media performance using standard analytics tools
- Maintain and update external organizational profiles including Charity Navigator, Google Business, Yelp, and similar community-facing platforms

Fundraising Operations & Campaign Execution

- Support execution of fundraising campaigns including direct mail, digital appeals, and related donor communications
- Lead peer-to-peer fundraising execution as assigned, including Empowering Possibilities or similar efforts
- Coordinate with the Grants Associate for campaign lists, data updates, and reporting needs without owning CRM/database structure or advanced reporting
- Create campaign graphics, landing page content, email assets, and social media materials to maximize donor engagement and fundraising outcomes

Event Support

- Support fundraising events including gala, golf tournament, stewardship gatherings, and related donor events
- Coordinate event logistics, registration, platforms, materials, and onsite support
- Coordinate committees, sponsorship fulfillment, auction support, donor recognition logistics, and post-event follow-up tasks
- Coordinate with all internal departments and teams for event coverage and content needs

Community Engagement & Outreach

- Participate in networking events and outreach efforts as assigned
- Support outreach to clubs, support groups, and community partners
- Represent Beyond Blindness at events and presentations as assigned

Team & Operational Support

- Coordinate with internal teams for fundraising operations, campaign execution, and event support
- Support development department volunteer committees through logistics, note-taking, follow-up, and stewardship support as assigned
- Support overall development and revenue goals through execution of assigned priorities
- Other duties as assigned

Expectations

- Commitment to the mission and the community Beyond Blindness serves
- Professional conduct and respectful collaboration
- Willingness to work evenings and weekends as needed
- Maintains confidentiality of donor, client, employee, and stakeholder information

Education & Experience

- Bachelor's degree preferred; Associate degree or equivalent experience considered
- 2–3 years of nonprofit development, marketing, communications, events, or related experience
- Demonstrated graphic design experience using Canva required; Adobe Creative Suite, a plus
- Experience in creating digital and print marketing materials for multiple audiences and communication channels
- Experience managing websites using WordPress or similar content management systems
- Experience using email marketing platforms such as Mailchimp, Constant Contact, HubSpot, or similar tools
- Experience managing social media accounts and creating content that drives engagement and audience growth
- Strong writing, editing, and proofreading skills for digital and print communications
- Familiarity with website analytics, email marketing metrics, and social media reporting
- Strong organizational, project management, and time-management skills with the ability to manage multiple priorities simultaneously
- Proficiency with Microsoft Office and digital marketing technologies

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 annually thereafter
5. TDAP vaccine within the last 10 years and every 10 years thereafter
6. Current COVID-19 vaccination in accordance with organizational requirements
7. Clear TB test or chest X-ray within the last 4 years and every 4 years thereafter
8. Valid driver's license and current auto insurance, if role duties require driving