

## Job Description

**Title:** Marketing Manager  
**Reports to:** Senior Director of Marketing, Industry and Society Relations  
**Status:** Full-time, Non-exempt  
**Date Revised:** December 2023

### Summary

The Marketing Manager has overall responsibility for ensuring that SVS' communication efforts effectively meet the marketing and branding objectives of SVS and its programs. Through regular coordination with the Senior Director of Marketing, the Marketing team and other SVS departments, this position manages the content and operation of the society's Web sites, social media, online community, newsletters, and other platforms. The Manager monitors engagement and important trends in Web, email, social media, and other marketing efforts, and provides timely and informative reports to the Marketing team. The Manager provides assistance to the Marketing team members in the development of electronic marketing collateral, project management documents, as well as occasional broadcast email and print production and distribution. Content development and outcomes tracking are major responsibilities within this role, and the ideal candidate will have a passion for writing and metrics analysis.

### What you'll bring to the job (Requirements)

- Bachelor's degree in a communications discipline, English or journalism required
- Must have 3-5 years' experience in digital marketing, marketing, website production/development, or related field required
- Knowledge of best practices for managing, writing, editing, and publishing effective web content; information architecture; SEO; and web analytics
- Experienced with digital communication channels, including web, social media, email platforms, online communities, marketing automation systems, etc.; direct experience with Higher Logic platforms preferred
- Experience with Google Analytics and third-party SEO tools
- Strong, demonstrable writing skills with the ability to develop relevant voice and message for key audiences
- Proven ability to perform in a high-visibility team environment and as a strong individual contributor, while managing multiple tasks, projects, changing priorities and deadline pressures
- Superior interpersonal, verbal, and written communication skills with all internal and external audiences
- Excellent organizational skills and a love for tracking data, engagement, and projects
- Highly motivated, results-oriented, and able to prioritize efforts to use limited resources efficiently
- Proficiency in Microsoft Office, specifically in Outlook, Word, PowerPoint, and Excel required; ability to learn new technology as required. Experience with Adobe Creative Suite, as well as an understanding of basic html preferred

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### What you'll own (Responsibilities)

- Draft communications and resources, including digital communications and limited print materials
- Manage and implement the research, organization, writing, editing, publishing and maintenance of effective content for the web-based Content Management System (CMS) and e-newsletters.
- In coordination with the Director and the Marketing team, develop and implement marketing plans and project management tools for tracking timelines and metrics for email campaigns/web analytics/products/registration pacing and Branding campaign/toolkit.
- Project manage and/or coordinate with consultant on major video projects
- Assist in the development and implementation of the digital SVS Foundation Annual Report and microsite.
- Assist in key departments including: Advocacy, Foundation and Quality.
- Assist with member and subject matter expert interviews.
- Assist Senior Director in vendor management; development and reconciliation of marketing budget and invoices.

### Committees

- In coordination with Senior Director, manage and liaise with external committees such as the communications committee and task forces.

### Your commitment

- **Respect:** We will treat each other with politeness, courtesy, and kindness and will operate under the 'treat others who you would want to be treated' mantra. We will encourage each other to share their ideas and opinions in an open environment.
- **Communication:** Communication should flow not only from the top down but also from the bottom up and side-to-side. With the goal of transparency, we all are responsible for sharing updates which impact the organization's ability to service its members on all levels.
- **Collaboration and teamwork:** We are One. We embrace collaboration and teamwork, where employees will actively listen to each other's ideas and analyze opportunities with a view of reaching solutions.
- **Positive and fun work environment:** We are Fun. We strive to create an optimal work environment that encourages positivity and camaraderie and celebrate successes. We approach situations assuming good intent.
- **Trust:** We are most effective when we leverage the resources and talent within the organization, relying on each other to perform their job to the best of their abilities. We empower and trust each other to make sound decisions. We value each individual, and leverage their talents, skills, and contributions to the organization. We do what we say.
- **Passion:** We are fully committed to serving the needs of our employees, members and constituents through our words and actions. We deliver on our mission in all we do.
- **Introspection:** Staff will seek continuous self-improvement through self-awareness, self-assessment, and professional development.

### **Physical Requirements & Environment**

Typical office setting with routine sitting and occasional standing. Routine use of basic office equipment and computer. Occasional local and out of town travel is required for this position. Occasional evening and/or weekend work maybe required based on business needs. Routine telecommuting is allowed.

### **Our commitment**

SVS offers a comprehensive and competitive recognition and reward program. We believe in professional staff development. We know that our investment in employee growth provides even greater potential for them to contribute to our organization, each other, and the community at large.

### **About the Society for Vascular Surgery**

The Society for Vascular Surgery advances the care and knowledge of vascular disease, which affects the veins and arteries of the body, to improve lives everywhere. It counts more than 6,300 medical professionals worldwide as members, including surgeons, physicians, and nurses. For more information about vascular health and the society, please visit [www.vascular.org](http://www.vascular.org).

The Society for Vascular Surgery is an Equal Opportunity Employer.