

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 6,400 medical professionals worldwide as members, including surgeons, physicians and nurses. For more information about vascular health and the society, please visit www.vascular.org.

The Society for Vascular Surgery is an Equal Opportunity Employer.

Date posted: 3/25/2025

Marketing Specialist

Summary

The Marketing Specialist will play a key role in promoting the Society for Vascular Surgery's mission, initiatives, and programs, with a particular focus on digital media. This position will assist in the development and execution of marketing campaigns, content creation, public relations efforts, and member engagement strategies. This position serves as a member of a creative team, collaborating on all functions within the Marketing and Communications department. The role will work closely with various departments across the SVS enterprise to ensure consistent and effective messaging to both internal and external audiences.

What you'll own (Responsibilities)

- Collaborate with the Sr. Manager of Marketing to develop and execute marketing plans and campaigns in support of the SVS' strategic priorities
- Create high-quality, engaging content for social media, blogs, landing pages, and other digital channels.
- Manage the content calendar across all SVS social media channels, ensuring timely and engaging posts, while collaborating on a comprehensive social media strategy
- Assist in the development and utilization of target audience segmentation processes relating to relevant marketing campaigns
- Oversee paid digital advertising (display ads, social media ads, google ads, etc.)
- Work collaboratively on the production of ads, brochures, reports, mailing pieces and other miscellaneous SVS print and digital assets
- Assist with basic media requests for logos and medical illustrations, and monitor the communications email inbox
- Track and analyze content performance metrics to refine relevant marketing strategies across marketing channels such as email, text messaging, social media, and paid digital ads
- Assist in creating and editing multimedia content, including videos and infographics.
- Support the rest of the marketing as needed, such as with website updates and email campaign execution.

What you'll bring to the job (Requirements)

- Bachelor's degree in communications or a marketing discipline required, with 3+ years of experience in marketing, communications, or a related field.
- Strong, demonstrable writing skills with the ability to understand an audience and craft engaging messages using the appropriate voice
- Effective knowledge of digital and traditional marketing strategies and tactics.

Job Posting

- Ability to stay up to date with social media trends and effectively apply them to SVS channels to enhance engagement and reach.
- Proficiency in social media management tools and ability to pull and analyze reports (e.g., Hootsuite, Meta Business Suite, LinkedIn Analytics).
- Familiarity with basic graphic design and photo/video editing tools (e.g., Canva, Adobe Suite).
- Exceptional detail orientation and accuracy
- Ability to effectively balance multiple projects and set priorities under deadline pressure
- Experience with various technologies and/or marketing platforms

Physical Requirements & Environment

Typical office setting with routine sitting and occasional standing. Routine use of basic office equipment. Occasional local and out-of-town travel is required for this position. Occasional evening and/or weekend work may be required based on business needs. Routine teleworking is available.

Our commitment

SVS offers a comprehensive and competitive recognition and reward program. We believe in professional staff development. We recognize that our investment in employee growth offers even greater potential for them to contribute to our organization, to one another, and to the broader community. Pay Scale: \$55,000 – 70,000 based on qualifications and experience. Benefits include but are not limited to medical, dental, vision, short/long-term disability, life insurance, paid time off, 401(k).

To Apply:

Please submit your resume to HRResumes@vascularsociety.org. We will continue to accept applications until the position is filled.