

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: 4/2/2025

Communication Specialist

Summary

The Communications Specialist will play a key role in executing the Society for Vascular Surgery's (SVS) communication strategy, ensuring compelling, audience-specific messaging that advances SVS's mission, initiatives, and programs. This position will take ownership of developing and tailoring content for various marketing campaigns, public relations efforts, and member engagement strategies. The Communications Specialist will work collaboratively with departments across the SVS enterprise to craft clear, consistent, and impactful messaging for internal and external audiences.

What you'll own

- Support the execution of marketing plans and campaigns for organizational initiatives to ensure activities line up with the overall communications strategy.
- Draft, edit, and deploy email content for marketing campaigns, ensuring each email has a distinct focus to achieve campaign objectives.
- Draft weekly and monthly newsletters for various SVS departments.
- Pull reports on email performance metrics to refine marketing efforts.
- Assist with research, organization, writing, editing, publishing and maintenance of effective content for the website.
- Collaborate with the MarCom team to plan and implement content calendars.
- Work collaboratively on production of ads, brochures, reports, mailing pieces and other miscellaneous SVS print and digital assets.
- Engage with departmental SMEs to create content in support of SVS' strategic priorities.
- Craft high-quality content for different platforms including intranet, websites, newsletters, and press releases.
- Write SEO-optimized blog posts, landing pages, and website copy focused for engagement and lead generation.
- Create event content, including collateral, slide decks, and takeaways.
- Support and reinforce company brand standards in all internal and external communications and materials.
- Support various projects and initiatives, as needed.

What you'll bring to the job

- Bachelor's degree in English, Communications, journalism, or Public Relations discipline required and 3+ years of professional experience in communications, public relations or related role.

Job Posting

- Strong, demonstrable writing and editing skills with ability to understand and audience and craft engaging messages using the appropriate voice.
- Experience designing and executing email campaigns with signeted messaging that aligns with specific goals or states of the campaign.
- Exceptional detail-orientated and accuracy
- Ability to effectively balance multiple projects and set priorities under deadline pressure
- Ability to work efficiently in a fast-paced environment, ensuring timely delivery of communications and content, even when quick turnarounds are required.
- Experience with email marketing platforms (such as Higher Logic, Constand Contact, etc.) and knowledge of best practices.
- Experience using a Content Management System (CMS) for website updates (e.g., Drupal, WordPress) and knowledge of SEO best practices for blog posts and landing pages.
- Familiarity with basic graphic design tools is preferred (e.g., Canva, Adobe Suite).

Your commitment

- **Respect:** We choose to do the right thing; for our members, for our colleagues, and for ourselves. Sharing our collective differences, talents, life experiences and self-expressions is encouraged. Treating others how they wish to be treated and receiving the same in return creates an environment where trust lives, confidence grows, and great things happen.
- **Innovation:** We have the courage to find new ways to provide value to our members, constituents, and colleagues. We challenge the status quo, consider new ideas, and are never complacent with success. We embrace a continuous learning environment and prepare for an environment of change to ensure we remain relevant.
- **Collaboration & Teamwork:** We are intentional in our ability to consider different points of view and to work effectively with others to support a shared purpose. We address conflict directly and constructively and help to manage/resolve it in a way that strengthens overall team cohesiveness and future effectiveness.
- **Excellence:** Our members rely on us to provide the resources and support they need to deliver the highest level of care to their patients. We are grateful for their trust and are dedicated to delivering excellence by meeting or exceeding expectations. We set a high bar and don't rest on our accomplishments but build on them to be the best.

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 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. 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.