

# Job Description

**Title:** Marketing & Membership Specialist  
**Reports to:** Director of Membership, Marketing & Communications  
**Status:** Full-time  
**Revision:** 7/7/2020

## Summary:

Assist the Director with various duties such as newsletter content, data pulls and metrics, membership communications and inquiries, processing membership applications and overseeing accounts.

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

- Bachelor's degree in journalism, English, communications or marketing discipline required
- An ideal position for a recent college graduate with 3-12 months internship/part-time related experience (previous medical association experience preferred)
- Strong, demonstrable writing skills with ability to understand an audience and develop relevant voice and message
- Knowledge of the principles and practices of organizing, writing, editing, and publishing effective web content; SEO; web content management; and web analytics
- Outstanding customer service skills and orientation
- Strong organizational skills and a love for tracking data and project outcomes
- Exceptional detail-orientation and accuracy are essential
- Ability to effectively balance multiple projects and set priorities under deadline pressure while working collaboratively with internal staff and external members
- Creative thinking, proactive mindset and problem-solving skills required
- Experienced with association management software and/or database maintenance
- Highly motivated, results-oriented, and able to prioritize efforts to use limited resources efficiently

## What you'll own (Responsibilities)

### Marketing Duties

- Assist Senior Communications Specialist with research, organization, writing, editing, publishing and maintenance of effective content for the web-based Content Management System (CMS) and biweekly e-newsletter, PULSE
- Assist with development of Specialist E-newsletters and archiving Specialist Articles on website
- Assist with data pulls and reporting metrics – Google Analytics/SVSCONnect KPIs/campaign tracking
- Assist with basic media requests for logos and medical illustrations and monitor the communications email box
- Draft and edit communications and resources, including digital and printed materials
- Assist with additional formatting and design of materials
- Assist with development and maintenance of marketing content calendars
- Other duties as assigned

### Membership Duties

- Work as a liaison for membership inquires while providing an exceptional level of customer service in all interactions with members and staff
- Assist in managing Membership and Student and Resident inboxes by responding to basic inquiries
- October – February, assist with providing invoices, taking dues payments over the phone, calling suspended members, etc.
- Manage and ensure the accuracy of the database, inclusive of updating member records and running/creating reports
- Assist in maintaining accuracy of Section membership status reflective of dues paid and main membership status

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- Assist in basic member account updates (address updates, email updates, etc.)
- Assist in working with publisher to fix journal delivery issues and generate journal update reports
- Process and track society membership applications in accordance with established guidelines
- Assist in logging incoming member applications on designated spreadsheet and file application materials in drive
- Other duties as assigned

### **Physical Requirements & Environment**

Typical office setting with routine sitting and occasional standing. Routine use of basic office equipment and computer. Occasional evening and/or weekend work maybe required based on business needs. Occasional 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 6,000 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).

### **To Apply:**

Please submit your resume to [HRResumes@vascularsociety.org](mailto:HRResumes@vascularsociety.org)

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