Title: Director of Marketing & Communications

Reports to: Senior Director of Member, Society and Industry Relations

Status: Full-time, Exempt

Revision: August 2022

Job Summary

Direct the development and implementation of creative, innovative, best-practice marketing and communications campaigns and initiatives to achieve the strategic goals, objectives, and outcomes, of the SVS. The director’s role is to conduct and analyze market research and develop strategies that advance the brand of SVS and SVS programs, products, and services with measurable results. The Director is responsible for maintaining a state-of-the-art communications strategy, platform, and program for all key audiences, including members and select audiences. This position is responsible for managing the development of marketing and communications plans and budgets that reflect the Society’s evolving strategies, financial goals, and available data; and that consider existing audiences, potential new audiences, trends, forecasts, and the competitive landscape.

The Director of Marketing & Communications provides oversight, supervision and leadership for all marketing staff.

What you’ll bring to the job (Requirements)

- Bachelor’s degree required (business, marketing, communications, or other comparable degree); advanced degree or committed progress toward CAE designation desirable
- Seven plus years of experience, in progressively responsible positions, in marketing and/or communications, preferably with a medical specialty society
- Track record of successfully executed campaigns in these fields
- Strong supervisory experience and leadership skills
- Ability to see the big picture and strategize campaigns
- Excellent project management skills: ability to simultaneously manage multiple projects with varying timelines and deadlines
- Knowledge in the latest digital and social media technology and channels and how to best leverage for marketing programs as part of an overall strategy
- Highly motivated, results-oriented, and able to prioritize efforts to use limited resources efficiently
- Demonstrated skills to apply effective oral, electronic, and written communication methods with colleagues and volunteers
- Ability to work effectively with all multi-disciplinary team members, both internal and external
- Proficiency in Microsoft Office, specifically in Outlook, Word, PowerPoint, and Excel required; ability to learn new technology as required
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What you’ll own (Responsibilities)

- Develop and implement marketing/communications plans/campaigns and supporting budgets for all SVS, and requested Foundation, PSO/VQI, and PAC events and initiatives, and assist SVS staff with execution of the campaigns
- Ensure the MarCom department effectively supports the activities and goals of the SVS and its Foundation, ensuring brand standards, IP protection and voice consistency are maintained
- Develop and manage departmental budget to ensure desired results are achieved
- Work with the Department of Member and Society Relations to Identify new programs or services to increase member value and/or revenue
- Serve as team lead member responsible for SVS’ flagship website, ensuring content is fresh and interesting, while serving as the main contact for technical contractors.
- Serve as the owner and ‘chief evangelist’ for SVS’ online communities and marketing automation system
- Manage all staff and monitor outcomes within marketing and communications
- Utilize analytics to drive strategic decision-making. Evaluate metrics and report on effectiveness of membership and marketing efforts. Establish and track metrics for measuring membership demographic profile reports, public relations, and social media effectiveness.
- Develop and maintain a social media strategy to enhance the SVS brand. Ensure all areas of social/digital media are optimized as effective marketing and communication tools.
- Assist staff leaders with strategic messaging needs, including speechwriting and presentation development
- Manage the development, distribution, and maintenance of print and electronic communications, including presentations delivered by key staff and Board members, newsletters, brochures and website content, in line with privacy and related regulations.
- Remain current on trends and issues impacting the SVS membership, the industry, marketing, communications, branding and association management
- Develop and maintain standards to ensure the integrity of the SVS brands (SVS, SVS Foundation, SVS PSO/VQI, SVS PAC) through its public relations initiatives, educational events, annual meeting, publications, media outreach, and image-building initiatives
- Provide strategic direction and oversight for SVS public outreach programs to the healthcare community and general public as well as the SVS media relations plan
- Support SVS PAC initiatives with media and public relations activities
- Oversee production values of Vascular Specialist and all electronic communications
- Collaborate with organizations sharing similar goals to promote SVS and the vascular health field
- Manage the relationship with all vendors and contractors such as branding partners, writers, designers, printers, as well as other service providers, and ensure quality of work, timeliness of work and appropriate cost. This includes developing detailed plans for use of vendors, getting contracts and budgets approved
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- Attend Board, committee, and other meetings as required. Prepare marketing reports and recommendations for Board and committees.
- Provide consultation on the operational elements of marketing campaigns.
- Oversee design, collateral development, and staff representation for SVS booth at VAM and other vascular meetings.
- Recruit, hire, train, supervise, coach, and evaluate assigned employees according to SVS’ policies and procedures, ensuring the overall effective functioning of the department, and consult appropriate Human Resources staff as indicated.
- Perform standard supervisory administrative duties as needed including weekly individual check-ins, weekly team meetings, time sheets, expense reports, etc.
- Perform other duties as assigned.

Committees
- Direct Staffing of SVS Communications Committee and subcommittees. Oversight of assigned committees, sections, task forces.

To Apply: Please submit a cover letter and resume through this job board or via email to hrresumes@vascularsociety.org. A cover letter is required for consideration.

Physical Requirements & Environment
SVS offers a hybrid-flexible work environment balance, currently requiring two days in the office/month for All Staff events and Team interaction. Routine use of basic office equipment and computer. Travel to the Society’s annual meeting is required; additional local and/or long-distance travel to board or committee meetings may be required. Occasional evening and/or weekend work likely required.

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.