Society for Cardiovascular Angiography and Interventions  
Job Description  
JOB TITLE: Senior Director, Communications, Marketing & Membership

SUMMARY: 
SCAI’s Senior Director, Communications, Marketing & Membership, is responsible for ensuring a strategic focus on SCAI's public relations, marketing, and membership goals, overseeing SCAI’s public relations activities, all marketing efforts, as well as membership processing and reporting.

The Senior Director will perform the following duties personally or through subordinates, to include other staff or approved vendors.

ESSENTIAL DUTIES AND RESPONSIBILITIES: 
Core duties and responsibilities include the following. Other duties may be assigned.

• **Develops, oversees/manages all marketing and communications budgets** across SCAI programs.
• **Oversees development and maintenance of all SCAI brands.**
• **Plans and implements/oversees implementation of SCAI’s overall marketing and communications plans, strategies, policies, and procedures** in support of the Society’s membership, live meetings, online education and other programs.
• **Oversees development and distribution of marketing communications,** to include (but not be limited to) SCAI’s print newsletter and weekly SmartBrief, news announcements, website, and social media content (such as Twitter, Facebook, blogs, etc.); includes writing copy and proofreading marketing copy for print, web and email communications, and overseeing design.
• **Oversees maintenance and management of SCAI.org,** as directed by the SCAI.org Editorial Board, and **secondscount.org,** as directed by the secondscount.org Editorial Board, including providing assistance for related fundraising.
• **Develops and analyzes surveys** to recommend new approaches and changes in operations.
• **Oversees development of contacts and relationships with media and sister organizations** for marketing exchanges.
• **Works with Membership Marketing Manager** to coordinate SCAI Exhibit Booth schedule for all tradeshows, develop New Member Kits, recruitment and retention efforts, and track results.
• **Works with Associate Director, Membership,** to ensure timely and efficient processing of membership applications and approvals as well as regular membership reports, tracking trends.
• **Works with SCAI’s Development and Fundraising Department,** to maintain and grow SCAI-offered advertising and marketing opportunities.
• **Oversees overall Communications and Public Relations strategy** co-developed with and executed by Senior Associate Director of Public Relations.
• **Participates in conference calls with relevant committees and drafts minutes/reports as needed:** Executive, Public Relations, Scai.org Editorial Board, and Membership.
• Participates actively as member of the Senior Management Team.

SUPERVISORY RESPONSIBILITIES:
• Directly supervises 4 employees in the Marketing Communications and Membership Departments.
• Carries out supervisory responsibilities in accordance with the organization’s policies and applicable laws.
• Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

COMPETENCIES:
To perform the job successfully, an individual should demonstrate the following competencies/experience:
• Ability to work well strategically and operationally, overcoming obstacles
• Ability to build and maintain teams, treating others with respect, and earning trust
• Ability to problem-solve, find common ground, and adapt to change
• Ability to make decisions with sound judgment, working with others as needed
• Initiative
• Innovation and creativity
• Experience successfully interacting with high level corporate/pharmaceutical/device contacts and physicians/healthcare professionals, board members, foundation officials, and individual members
• Ability to eloquently articulate the mission of the society, its programs, and strategic priorities
• Proven track record of success in project management
• Familiarity with implementing the Standards for Commercial Support for continuing medical education
• Ability to design and deliver executive level presentations
• Ability to multi-task and adhere to tight deadlines, using time efficiently
• Strong verbal and written communications skills, especially related to conveying information concisely and persuasively, varying style for audience
• Excellent organizational skills and attention to detail
• Proficiency with Microsoft Office Suite (Word, Outlook, Excel, Access and PowerPoint)

QUALIFICATIONS:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:
Bachelor's degree from a four-year college or university; 7 plus years related experience

LANGUAGE SKILLS:
• Ability to read, analyze, and interpret common medical journals, financial reports, and legal documents; or to obtain counsel as needed from SCAI members or consultants
• Ability to coordinate responses to common inquiries or complaints from customers, regulatory agencies, media, pharmaceutical or medical device companies, or members of the community
• Ability to write speeches and articles for publication that conform to prescribed style and format
• Ability to effectively present information to internal and external audiences

REASONING ABILITY:
• Ability to define problems, collect data, establish facts, and draw valid conclusions
• Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables

PHYSICAL DEMANDS:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand; walk; climb or balance; and stoop, kneel, crouch, or crawl.

The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.