

EXECUTIVE SEARCH



**Vice President,
Marketing &
Communications**

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a s s o c i a t e s

The Opportunity

The Society of Thoracic Surgeons (STS) seeks a strategic and collaborative Vice President of Marketing & Communications (VP).

The VP plays a key role in supporting the Society's brand development as well as executing marketing and communication strategies. This individual will manage the marketing and communications teams and work collaboratively with other departments to implement effective campaigns that support the overall mission and drive revenue growth. The VP will focus on utilizing data and AI to inform strategic decisions, oversee the STS website, and ensure the marketing and communication strategies align with the Society's goals. This role will help position STS as the leading medical specialty association in the cardiothoracic surgery space.

As a member of the senior management team, this position works closely with volunteer leadership on communications and strategies and provides key staff support to member committees, as needed. This will require a strategic thinker with a proven track record in marketing, public relations, and digital engagement to support organizational growth and impact. Excellent communications skills, both verbal and written, are essential for this position to effectively work with volunteer leaders and across the organization, as is an ability to build consensus and gain support for strategies and initiatives.

The VP reports to the CEO and Executive Director and oversees a team of six staff members. The role is based in Chicago, IL on a hybrid schedule, with required in-office days on Tuesdays and Wednesdays.

About STS

Founded in 1964, STS is a nonprofit professional organization representing surgeons, researchers, and allied health care professionals who are dedicated to ensuring the best possible outcomes for surgeries of the heart, lungs, and esophagus, as well as other surgical procedures within the chest.

STS is the largest cardiothoracic surgery organization in the world with more than 7,800 members in 102 countries. The Society offers access to research and analytics, educational programs, and an international peer-reviewed journal devoted to cardiothoracic surgery to improve patient outcomes and the lives of those with cardiothoracic diseases. With offices in both Washington, DC and Chicago, STS has an annual budget of approximately \$38 million and is supported by a staff of 88.

The Vice President, Marketing & Communications Role

Essential Duties and Responsibilities

- Develop and implement integrated marketing plans that drive brand awareness, engagement, and demand across multiple channels.
- Lead the creation and execution of data-driven marketing campaigns based on industry insights, leveraging AI and analytics to enhance decision-making and optimize performance.
- Use data-driven insights to guide strategic decision-making, improving overall marketing effectiveness and aligning with the Society's mission.
- Supervise the Marketing and Communications teams ensuring collaboration across departments to achieve organizational goals.
- Lead digital engagement strategies, including website management, email marketing, social media, and content marketing.
- Work with internal stakeholders to develop pricing strategies and models for maximizing revenue from product sales and meeting registration fees.
- Serve as a steward for the STS brand and oversee its strategic direction, ensuring consistency in messaging and visual identity across all initiatives and campaigns. Ensure that use of the STS brand and related themes emphasize and promote the value of STS and align with the Society's mission, including but not limited to educational programs, Annual Meetings, Database and Research Center programs, and member engagement.
- Build the association's market leadership position; develop a strategic communications plan for STS, defining objectives, target audiences, key messaging, and tactical mix.
- Leverage data analytics to develop, evaluate, and track metrics and success criteria for all communications, marketing and publishing activities, continually assessing their effectiveness and implementing strategies to improve areas with needs.
- Facilitate the development and implementation of a website redesign, including creative direction, vendor selection, and project management, ensuring that the website supports the Society's marketing goals.
- Supervise communications activities with STS members, including publications, newsletters, and updates.
- Collaborate with senior leadership to develop communication strategies that enhance engagement, member retention, and industry relationships.
- Support media relations, ensuring the development and dissemination of relevant press releases and responding to media inquiries.
- Provide marketing and communications support for The Thoracic Surgery Foundation (TSF) to increase visibility.
- Attend relevant meetings and conference calls as needed, ensuring engagement with key leadership and stakeholders.

Education and Experience

- Bachelor's degree in marketing, business, communications, or a related field.

- Minimum of 10 years of experience in marketing and communications, with a focus on multi-channel, multi-segment campaigns.
- Experience working with AI, data analytics, and digital marketing tools to optimize marketing strategy and enhance decision-making is required.
- Experience developing brand strategy for an organization, product or market launch.
- Experience developing and successfully executing business plans.
- Proven ability to grow revenue and market share.
- Ability to communicate, present and influence all levels of the organization, including executives and volunteer leaders.
- Demonstrated track record with both developing and implementing successful marketing strategies which enhance brand visibility and engage members, other stakeholders, and the broader public.
- Deep understanding of the marketing and communications field, including trends, challenges, and technological advancements. An understanding of challenges and opportunities within nonprofit marketing and communications also highly beneficial.
- Experience with implementing digital marketing strategies, including content marketing, social media, SEO/SEM, email campaigns, email newsletters, event marketing, and data/analytics, to effectively reach and engage digital audiences.
- Strong technological skills, including familiarity or experience with web analytics, digital marketing tools, sales tools, CRM databases, and other marketing, communications, and business development technologies.
- Experience within a professional medical society, nonprofit, or healthcare industry is preferred but not required.
- An equivalent combination of education, training and experience will also be considered.

Required Skills and Abilities

- Ability to work collaboratively with internal teams and external partners to achieve strategic marketing and communication goals.
- Experience using AI and data analytics tools to inform marketing strategies and drive results.
- Strong leadership skills with the ability to mentor and guide a team toward achieving organizational objectives.
- Ability to manage multiple projects simultaneously and maintain high attention to detail.
- Excellent written and verbal communication skills, with experience in creating compelling content for various audiences.
- Proficiency in Microsoft Office, digital marketing tools, and web management platforms.
- Ability to adapt to changing priorities and work effectively in a fast-paced environment.
- Ability to travel as necessary to support key events and initiatives.

Compensation

The starting salary range for this position is \$225,000 – \$265,000. A competitive compensation package will be offered to attract an outstanding candidate.

To Apply

To apply, please send a cover letter and current resume (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy.

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Additional Information

For more information, contact:

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