

**AMERICAN ORTHOPAEDIC FOOT & ANKLE SOCIETY
POSITION ANNOUNCEMENT**

COMMUNICATIONS SPECIALIST

AOFAS and the Foundation

The American Orthopaedic Foot & Ankle Society (AOFAS), founded in 1969, is a medical specialty society comprised of more than 2,500 US and international orthopaedic surgeons (MD/DO), allied health professionals, and researchers who specialize in the surgical and medical care of the foot and ankle. The AOFAS mission is to improve lives through exceptional orthopaedic foot and ankle care, and its vision is to be the world leader for foot and ankle education, research, innovation, and advocacy.

The Orthopaedic Foot & Ankle Foundation is a separate 501(c)(3) organization whose mission is to support humanitarian service programs and AOFAS education and research activities.

AOFAS has a budget of \$6 million and a staff of 17 FTE; the Foundation has a budget of \$1.2 million. The society headquarters is located in Rosemont, Illinois, along the CTA Blue Line.

Job Summary

Reporting to the Director of Marketing and Membership, this position is responsible for developing and implementing communications across multiple channels to promote educational programs and events, strengthen member engagement, and build the reputation of AOFAS and its members.

Essential Responsibilities

- Writes effective copy for a variety of formats, including websites, social media, broadcast emails, press releases, newsletters, and marketing materials.
- Works with the Director of Marketing and Membership to plan and create content (text, graphics, video, live broadcasts, etc.) for AOFAS social media channels; manages day-to-day activity on channels and responds to incoming messages and posts; identifies new opportunities to engage followers and enhance the Society's social media presence
- Maintains AOFAS Journals Twitter account and coordinates with the journals' Managing Editor and Electronic Media Editorial Board to develop content
- Plans, writes, and distributes press releases
- Monitors, analyzes, and reports on the performance of social media and media relations activities
- Develops and maintains content for AOFAS websites, working with other departments and volunteers to ensure effective and timely online representation of AOFAS events, programs, and strategic initiatives
- Creates, manages, and tracks email campaigns
- Assists in the production of the print and email member newsletters
- Works with the Director of Marketing and Membership to enforce style guidelines and maintain brand consistency across all platforms and channels.
- Other duties as assigned to support marketing, communications, and membership initiatives.

Knowledge and Skill Requirements

- Bachelor's degree required
- 2+ years' experience, preferably in an association, nonprofit, or healthcare environment

- Strong writing, editing, and proofreading skills
- Strong attention to detail
- Demonstrated ability to coordinate multiple projects, manage deadlines, and identify and resolve problems
- Ability to work collaboratively as well as independently
- Experience using social media platforms for business/professional purposes
- Experience using Real Magnet or other broadcast email/marketing automation platform
- Experience using Canva or other graphic design software
- Experience using Sitefinity or other content management system
- Knowledge of Hootsuite, NetForum AMS, and Google Analytics a plus

Other Requirements

- Must be able to work in the Rosemont office 2 days/week (3 days remote)
- Must enjoy a small office environment
- Must be able to travel (1-2 trips per year)
- Must be able to participate in occasional evening and weekend activities

To apply, submit a resume and cover letter to HR@aofas.org