



POSITION DESCRIPTION: GRAPHICS & IMAGE REVIEWER

POSITION TITLE

SDMS Graphics & Image Reviewer (“Reviewers”)

POSITION SUMMARY

Graphics & Image Reviewers assist the Society of Diagnostic Medical Sonography (SDMS) Marketing & Communications department by reviewing sonography and ultrasound graphics, images, and related visual content used in SDMS marketing and communication materials to ensure they accurately represent the sonography profession.

Reviewers evaluate items such as stock photography, illustrations, scans, videos, and promotional graphics for clinical accuracy, professionalism, equipment appropriateness, ergonomic considerations, and alignment with real-world sonography practices.

POSITION CLASSIFICATION

Volunteer – Reviewers are appointed volunteers serving in an advisory capacity to the SDMS. Reviewers do not receive payment or an honorarium for their time and expertise.

POSITION ESSENTIAL FUNCTIONS/RESPONSIBILITIES

Upon appointment, Reviewers are expected to:

- **Review Evaluation Criteria:** Review SDMS Graphics & Image Reviewer evaluation criteria and stay up to date as new guidance is released;
- **Evaluate Graphics & Images:** Review assigned graphics, images, scans, and videos and provide constructive feedback within requested deadlines; and
- **Follow Policies and Processes:** Adhere to SDMS communication standards and uphold professional and respectful review practices.

POSITION WORKLOAD/TIME REQUIREMENTS

Reviewers can expect to spend approximately five hours in total throughout the year reviewing graphics and images. Typically, reviewers will receive review requests approximately three to four times per year. Most reviews are expected to take approximately 30 minutes to one hour to complete, and reviewers will generally be provided at least one week to submit feedback.

Occasionally, quicker feedback may be requested for time-sensitive promotions or campaigns.

POSITION QUALIFICATIONS

Reviewers should have:

- At least one year of experience working in the diagnostic medical sonography profession;
- Appropriate specialty-specific certification, expertise, training, and experience relevant to the images being reviewed;
- Familiarity with sonography equipment, scanning practices, patient positioning, and ergonomic best practices; and
- Attention to detail and the ability to provide constructive feedback; and
- Be an SDMS member throughout their term.

Ideal candidates are sonography professionals who are passionate about ensuring accurate visual representation of the sonography profession in marketing and educational materials.

POSITION TERM

Reviewers serve at the discretion of SDMS staff and will be assessed annually based on:

1. Alignment with SDMS needs;
2. Responsiveness and participation;
3. Timeliness of review completion; and
4. Quality and constructiveness of feedback provided.

The SDMS President and staff reserve the right to remove a Reviewer at any time if they fail to meet expectations, exhibit unethical behavior, or otherwise compromise the integrity of the review process.

Reviewers who do not wish to continue volunteering may remove themselves from the Reviewer list at any time by emailing: communications@sdms.org

TRAVEL

Travel is not required or reimbursed for this volunteer opportunity.

REPORTS TO

SDMS Marketing & Communications Staff