



COMMUNICATIONS DIVISION HEAD

The National Speleological Society (NSS) is looking for a dedicated volunteer to serve as the Head of the Communications Division. The **Communications Division Head** oversees all internal and external communication of the Society. The Division Head is responsible for managing teams within the Division and making sure that the NSS does its best possible job at convincing members and the public why caves matter, why the NSS matters, and how volunteers can get involved. Practically, this position requires professional skills for the management, development, and implementation of the NSS's communication plans that align all of the Society's messaging with our mission.

Volunteer Position: variable, but generally up to 10 hours/week

About the National Speleological Society

Founded in 1941, the NSS is the largest membership organization dedicated to caves & caving in the world. The NSS currently has about 8,500 members that form 250+ chapters worldwide—known as grottos. The NSS promotes responsible cave exploration and fellowship among those interested in caves, and is committed to the conservation of underground environments and the advancement of cave and karst science. The NSS is a strong organization financially, with an annual budget of approximately \$1 million. The NSS also partners with a wide array of like-minded organizations to leverage communications and resources related to cave exploration, fellowship, access, conservation, education, and science. For more information, visit the NSS website at caves.org.

Key Division Head Responsibilities

- Work with the Executive Director and other Division Heads to promote and publicize the NSS, including providing communication guidance, strategy, and support for effective best practices with internal and external stakeholders.
- Review and update all communications, marketing, and media content to ensure professional, ethical, and legal compliance, and alignment with the Society's Strategic Plans and resource availability.
- Monitor and analyze marketing metrics to improve communications.
- Manage and guide teams within the Division, including within the Publications and Marketing & Media Departments and their volunteers, including some who are compensated for their deliverable work.
- Monitor spending within the Division's budget, and approve/manage invoices, reimbursements, and payments, as needed.
- Foster team spirit by inspiring and recognizing volunteer efforts.
- Attend and hold team meetings, and encourage team members to meet independently.
- Compile reporting materials periodically from the Division for the Executive Director and Board reports, fundraising campaigns, or other publicity needs.
- Resolve Division vacancies and resource gaps.

Division Specific Responsibilities

Publications Department:

- Support and manage volunteers within the Publications Department for the production of all NSS's printed items, including:
 - *NSS News*: a monthly publication of ~30 pages, with several special 50+-page issues annually

- o *Journal of Cave and Karst Science*: quarterly open-access scientific publication, generally less than 50-pages per issue
- o *American Caving Accidents*: annual publication of compiled and analyzed incident reports
- o NSS Books and other special publications: several book projects per year, other special items like games and other content that supports the NSS's mission
- o Brochures and other materials for member and public distribution.

Marketing & Media Department:

- Support and manage volunteers in the marketing & media teams, associated with:
 - o Public Relations (branding, trademarks, etc.)
 - o Social Media across a range of outlets
 - o Email Marketing
 - o Monthly Newsletter
 - o Website Content - *Note that technical operations for the website are handled by the IT department and are not overseen by the Communications Division Head, but knowledge of website management systems is helpful.*

Desired Qualifications

- 5+ years of relevant work and/or volunteering experience in communications, marketing, public relations, journalism, or related fields.
- Excellent understanding of role and responsibilities, with outstanding written and oral communication skills that can convey accurate, positive, creative, and approachable messaging.
- Strong understanding of digital communication, marketing, editing, and social media strategies that integrate diverse, effective, and efficient tools, platforms, channels, etc.
- Proven track record as a talented, action-oriented manager who can successfully build productive, long-lasting relationships, resolve interpersonal conflicts, and support, drive, and achieve high-performance among volunteer staff and collaborators.
- Demonstrated problem-solving skills to anticipate strategic program needs and risks, willingness to take the initiative to address them, and develop solutions to obstacles, setbacks, and resource gaps.
- Ability to identify, source, and obtain subject matter expertise for communications and marketing needs when knowledge about caves and karst content is limited to lacking.
- Genuine passion for the NSS's mission and understanding how communications and marketing can promote our important work.

Volunteering is a rewarding way to give back to the NSS and help spread our mission. By joining us, you will make a tangible difference in how we communicate our mission of exploration, study, and protection of caves. Also, NSS volunteers who serve as Division Heads are a close-knit, mission-aligned team. We support one another and work hard to promote and improve the NSS for our members. If this sounds like the right opportunity for you, then we hope you'll apply.

Ready to make an impact? Apply today!

Applications, including a cover letter that describes your experience and interest in the position, résumé, and several examples of your communications, marketing, and/or journalism work (as a portfolio), should be sent to executivedirector@caves.org. Direct any questions to this same address.

The NSS is committed to diversity and inclusion. All individuals, regardless of personal characteristics, are encouraged to apply.