



DEDICATED TO THE EXPLORATION, STUDY, AND CONSERVATION OF CAVES

NSS Marketing Manager

Do you want to share your passion for caves and caving with the world? The National Speleological Society (NSS) is looking for a talented **Marketing Manager** to share the spirit of exploration, conservation, and fellowship within the caving community and to the public. The Marketing Manager will be responsible for boosting awareness of the value of caves and karst and increasing understanding of the vital work of the NSS in the conservation and protection of underground resources.

The Marketing Manager will be classified as a Contractor with the NSS. This is a new part-time, remote position in the NSS, with compensation tied to deliverables for the NSS website, social media, newsletter, and related marketing channels. They will work directly with the Communication Division Head, who reports to the Executive Director. The Marketing Manager will oversee a Communications Specialist and also works cross-functionally with a Newsletter Manager, the Website team, and NSS News team.

Compensation: Part-time, 20 hours/month for a flat rate of \$600/month

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 Responsibilities of the Marketing Manager

- Develop a clear and comprehensive marketing strategy to determine what and where the organization communicates and ensure that communications are aligned with the NSS's Strategic Goals, programs, and overall mission.
- Set realistic, mission-oriented goals and metrics that prioritize impact, engagement quality, educational value and accuracy, specific community-building or fundraising outcomes, etc. rather than audience size.
- Oversee and maintain NSS branding and a consistent voice across all NSS channels and elsewhere.
- Support the other divisions with various marketing and communications tasks, such as:
 - Writing or editing announcements and press releases
 - Creating or updating brochures and informational materials
 - Editing fundraising emails and other member-facing messages
 - Producing email campaigns for announcements or initiatives
- Collaborate with the Newsletter Manager, Communications Specialist, and others within the Communications Division to ensure the timely distribution of all content.
- Oversee the publication of at least two engaging website articles per month that feature NSS programs, organizational updates, cave news and research, or other relevant membership- and public-interest topics.
- Identify, source, and obtain subject matter expertise for content when knowledge is limited or lacking.
- Draft marketing reports that outline achievements, challenges, and recommendations.
- Support recruitment efforts by bringing new individuals into the division's teams.

Preferences

- Familiarity with marketing tools, (Ahrefs, Google Analytics, Mailchimp, Meta Business Suite, etc), website content systems (WordPress or similar), and graphic design platforms.
- Expertise in marketing, digital communication, online community engagement, journalism, and/or social media.
- Proven ability to think strategically, set measurable goals, and prioritize mission impact.
- Comfortable working independently or with multiple divisions and volunteers on deadlines.
- Genuine passion for caves and karst, creating engaging communications, and the NSS mission.

Apply today! Send a résumé and cover letter with a short introduction describing your experience and interest in the position by March 21, 2026. To learn more or apply, contact us at jcreighton@caves.org.