

International Horn Society



Marketing Manager

Position Overview

The International Horn Society (IHS) is seeking a Marketing Manager to lead and execute digital outreach through email, newsletter, and social media. The role requires consistent communication and alignment with IHS's organizational goals and messaging strategy. Attendance at relevant meetings and timely responsiveness to feedback are essential due to the nature of marketing and social media.

Reporting directly to the Executive Director, the Marketing Manager must work attentively within the strategic direction established by the Executive Committee and collaborate closely with the Marketing Committee. This is a part-time, remote role requiring strong communication skills, marketing experience, and a solid understanding of the horn-playing community. Applicants must be current or former Horn players.

Key Responsibilities

Email Marketing & Newsletter Management

- Build and design the IHS newsletter in alignment with the strategic direction of the Executive Committee to promote membership, events, publications, and initiatives.
- Plan and execute targeted email campaigns using Constant Contact.
- Coordinate content and scheduling with organizational calendars, content contributors, and leadership.
- Track and analyze email and newsletter performance, providing reports to the Executive Director and Advisory Council every six months.

Social Media

- Collaborate with the Marketing Committee to plan, create, and schedule posts across platforms (e.g., Facebook, Instagram, X/Twitter, YouTube).
- Incorporate direction and revisions from the Marketing Committee, Executive Director, and Executive Committee as appropriate to ensure consistent branding and messaging.
- Support promotional campaigns and community engagement efforts.

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- Analyze engagement data and adjust content strategy as needed.

Meetings and Reporting

- Attend regular staff meetings and Advisory Council meetings as requested.
- Communicate regularly with the Executive Director, Executive Committee, and Marketing Committee members.
- Provide timely updates on projects, objectives, and communications strategy.

Working Expectations

- The Marketing Manager reports directly to the Executive Director, who sets overall messaging priorities and has final approval on public communications.
- The Marketing Manager must work attentively within the strategic direction provided by the Executive Committee for the newsletter and overall marketing strategy.
- This is a collaborative role requiring consistent coordination and alignment with IHS leadership and volunteers.
- The Marketing Manager is expected to attend required meetings, communicate proactively, and respond to direction in a timely and professional manner.
- Feedback and revisions are a standard part of the workflow and must be implemented as requested to maintain consistency and quality in IHS communications.

Required Qualifications

- Must be a current or former Horn player.
- Experience in digital marketing, communications, or related work.
- Strong writing and editing skills.
- Proven experience building and managing newsletters using tools such as Constant Contact or Mailchimp.
- Familiarity with social media platforms and email marketing tools.
- Ability and willingness to follow direction, collaborate, and meet deadlines.

Highly Recommended Skills

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- Experience with Canva or similar design tools for creating visual content.
- Basic graphic design skills for use in social media and email campaigns.
- Familiarity with social media scheduling and analytics platforms (e.g., Meta Business Suite, Constant Contact, Sprout or other similar tools).
- Understanding of digital marketing strategy and audience engagement best practices.

\$10,800 annual stipend

The Marketing Manager is expected to attend the annual symposium and will be reimbursed with approval for travel, lodging, and registration.