

Communications & Engagement Specialist

Full-Time Position

North Webster, IN



Do you believe great storytelling can help save our lakes? (Us too.)

Are you a natural communicator who's ready to make a real impact on your community? The Watershed Foundation is on the lookout for a creative, talented, and enthusiastic **Communications & Engagement Specialist** to help us share our story and inspire action to protect the lakes and streams we all love.

About Us

Since 1997, The Watershed Foundation (TWF) has been on a mission dedicated to protecting and improving the water quality of the lakes and streams in the Upper Tippecanoe River Watershed. We're a small but mighty nonprofit with a big vision: clean, healthy water for today and the future. Through community outreach, partnerships, science-based solutions, and boots-on-the-ground action, we're turning the tide on pollution—one solution at a time. Learn more about our team and our work at [WatershedFoundation.org](https://www.watershedfoundation.org).

What You'll Do

This role is for someone who loves variety. One day, you're writing an inspiring story for our newsletter. The next, you're designing a flyer, scheduling social media, or helping plan a lake-friendly event. You'll work closely with our team to:

- Share our mission through compelling stories, visuals, and campaigns
- Translate science into plain language that the public can get excited about and understand
- Create newsletters, social media posts, flyers, brochures, videos, annual reports, and more
- Create fundraising and donor communications (copy and design)
- Keep our website and social media pages fresh, engaging, and on-brand
- Run marketing campaigns for events, fundraising, and awareness including the [Clear Choices Clean Water](#) program
- Coordinate content and marketing plans with our small but passionate team
- Participate in community outreach and fundraising events (Dance & Cottage Tours)
- Keep a digital library of all the great work and moments you'll help us create
- Collaborate with staff and assist with grant writing
- Implement content calendar, branding strategies, and campaign themes
- Meet frequent deadlines and work efficiently under time constraints

About You

You're a creative thinker and clear communicator who's just as comfortable writing a press release as you are helping set up for a lakeside event. People say you're organized, reliable, and full of good ideas. You bring heart to your work — and you care deeply about our environment and our local lakes.

You're probably someone who:

- Has a background in communications, marketing, journalism, public relations, or philanthropy
- Writes and speaks clearly and persuasively for various personas/nonprofit audiences
- Comfortable with ambiguity and cross-team coordination
- Enjoys visual storytelling
- Knows your way around tools like Canva, MailChimp, WordPress, Microsoft Office, Google Workspace, and Adobe Suite (or you're eager to learn!)

- Likes to work independently but also loves a good collaborative team brainstorm
- Enjoys creating impactful work that promotes TWF's mission
- Doesn't mind wearing a few hats—especially if one of them involves a canoe or native wildflowers
- Looking to gain or build upon experience in non-profit organizations (it's different than for-profit/corporate orgs)
- Likes a detailed process of checks and balances to stay on track, while also loving to plan for the upcoming 6-12 months strategically
- Enjoys the collaboration process, sharing & accepting feedback, with a growth mindset
- Has an even temperament, a sense of humor, the ability to take direction, pivot quickly, and exercises good judgment regularly
- Interested in growth opportunities

Job Details

Schedule: Full-time (40 hours/week), with occasional evening or weekend events

Pay: \$22-25/hour

Benefits: 11 paid holidays, PTO, flexible schedule, SIMPLE IRA after 90 days

Location: Based at our office in the North Webster Community Center with remote work options

We're Committed to Inclusion

We welcome applicants from all backgrounds. TWF does not discriminate based on race, religion, color, political affiliation, disability, national origin, sexual orientation, sex, or age.

How to Apply

Apply online by **July 31, 2025** at: tinyurl.com/TWF2025

Please include:

- Your **resume**
- A short **cover letter** telling us why this role is a great fit
- **Two samples** of relevant work (think: social media posts, articles, flyers, or web content)
- **Contact info for two professional references**

No phone calls, please. Interviews will be held in August 2025.

If you're ready to combine your passion for communication with a mission that matters — **we'd love to hear from you!**

What does a high-quality candidate look like for TWF?

- They customized their cover letter, giving us a glimpse of who they are and why they'd be a good fit.
- They have experience working in non-profit organizations, bonus points for environmental org.
- They understand the differences between non-profits vs for-profits organizations
- They have a point of view and can back it up/hold their ground (shows their passion)
- They understand the importance of having grace and giving grace to co-workers & people in general
- They have a sense of humor, compassion, and mad skills for the work they create
- They are excited to be on a team of uniquely awesome individuals who work hard when it's needed and celebrate together.
- They understand different audiences (donors, social media, partners, ag communities, board) and can adapt writing styles to match what is needed.
- They are comfortable creating content – creating drafts to be reviewed, given feedback, updating then scheduling – a month (or more) at a time.
- They are excited to dig in and research our past publications/content so they can understand our mission
- They are confident and willing to pitch ideas knowing they won't always be amazing.
- They can create excitement for events/projects. (promoting dance, bus tours, in print/social)
- They have experience in communications – coordinating multiple projects simultaneously (social posts, blog articles, promotional materials, website updates)
- They have experience using InDesign, Asana.
- They are proficient in Microsoft Office and Google Workspace as well as Google calendar.
- They pay attention to details (event date/time, weblinks, spelling).

Growth Opportunity: Develop into Communications Manager, key differences listed below.

Area	Manager	Coordinator or Specialist
Strategy	Develops overall comms strategy & content calendar	Follows and implements the strategy
Planning	Plans campaign, sets goals, determines audience approach	Coordinates timelines, deliverables, and deadlines
Content	Reviews, edits, and approves key messages and materials	Writes drafts of content and create assets
Media & PR	Builds media relationships, leads PR efforts	Supports PR tasks, writes press drafts, tracks coverage
Analytics	Analyzes performance and adjusts strategies	Collect data, tracks metrics, prepares reports
Team Oversight	May manage staff, interns or vendors	Typically not in a supervisory role