

Communications & Media Lead

Overview:

Help shape the voice of the Water Storytellers Collective across social media, our website, and newsletters and collaborate with partners and media to amplify our stories.

Key Responsibilities:

- Develop a consistent brand voice and messaging for all platforms.
- Plan, create, and schedule engaging content across LinkedIn, Instagram, newsletters, and the website.
- Write and edit blogs, captions, and storytelling pieces that showcase community voices and initiatives.
- Maintain a quarterly content calendar in collaboration with other leads.
- Build relationships with journalists, communicators, and storytelling platforms in the water and sustainability space.
- Draft and distribute press releases, event blurbs, or announcements as needed.
- Coordinate with members to feature their stories through short interviews or “story of the month” pieces.
- Monitor engagement and grow reach across digital channels.
- Collect insights from followers and members to guide communications themes.
- Work closely with the Creative leads to ensure storytelling and visuals are aligned.

Ideal for:

Digital storytellers, journalists, social media strategists, writers, warm connectors, and community builders who love turning ideas into engaging content.

Next One Year:

- Establish a cohesive visual and written storytelling identity for the Collective.
- Publish at least 8 original storytelling features, blog posts, or campaigns.
- Build relationships with 3–5 water or sustainability media outlets.
- Grow our digital audience and community engagement by 50%.
- Launch a quarterly newsletter that reaches at least 500 readers.