



WALLOON
LAKE
ASSOCIATION AND
CONSERVANCY

Walloon Lake Association and Conservancy

Position Vacancy Announcement

Director of Outreach and Community Engagement

Job Title: Director of Outreach and Community Engagement

Salary Range: \$70,000 to \$80,000 annually, depending on experience

Application Deadline: November 30th, 2025 at 11:59 pm

Start Date: December 2025/January 2026

Reports to: Executive Director

Supervises: Membership and Communications Coordinator

Location: Walloon Lake Association and Conservancy Office: 4060 M-75 Walloon Lake, MI, Suite 102, 49796

Work Schedule: Office based, with some recurring remote work allowed

To Apply: Please send your cover letter and resume to WLAC Executive Director, Jon Breithaupt: jon@walloon.org with the subject: WLAC Director of Outreach and Community Engagement. For questions about this position, please contact Jon via email.

Our Mission

Walloon Lake Association and Conservancy (WLAC) is a 501(c)3 nonprofit organization whose mission is to deliver Walloon Lake, a place where people and nature thrive, to the next generations through the power of conservation. WLAC has a robust water stewardship program and has permanently protected over 2,300 acres of land with 54 public nature preserves and 20 conservation easements on private land.

Position Summary

The Director of Outreach and Community Engagement leads WLAC's efforts to build meaningful relationships with community members, partners, donors, and stakeholders. This position advances the organization's mission through strategic communication, storytelling, event planning and delivery, public programming, partnership development, and donor cultivation and stewardship. The incumbent will work to ensure WLAC is visible, trusted, and supported by the community it serves.

Key Responsibilities

Community Engagement and Outreach (30%)

- Develop and implement outreach strategies that increase public awareness of and engagement with the WLAC's mission, preserves, and programs
- Plan and lead events, workshops, presentations, and educational opportunities to engage diverse audiences, including underserved communities
- Develop, foster and maintain relationships with WLAC members, partners, schools, community groups, tribal nations, and civic organizations
- Represent WLAC at local and regional outreach events

Communications and Marketing (30%)

- Oversee strategic communications strategy development and implementation, including print and digital newsletters, social media, press releases, and website
- Craft compelling messaging to build understanding and support for conservation, land and water stewardship, and the WLAC's goals and objectives
- Manage brand consistency across all outreach materials and public communications
- Use graphic design software to develop marketing and outreach materials

Fund Development (30%)

- Work in partnership with the Executive Director, Board of Trustees, and respective committees to implement fundraising strategies, especially individual donor cultivation and stewardship
- Assist in planning and executing membership drives, annual giving campaigns, donor recognition events, and fundraising appeals
- Prepare and deliver fundraising communications materials across print and digital platforms in coordination with other staff members
- Identify and build relationships with new members, community partners, and foundations

Organizational Collaboration, Accomplishment Tracking, and Strategy Development (10%)

- Contribute to annual planning, organizational metrics, and strategic planning efforts
- Collaborate with the conservation team to integrate community voices into conservation priorities
- Support equity and inclusion efforts, ensuring programs are welcoming and accessible

Qualifications Requirements

- Bachelor's degree in marketing, communications, public relations, business administration, or a natural resource-related degree with the requisite professional experience
- Master's degree preferred
- 5+ years of experience in marketing, outreach, communications, fund development, or community engagement work
- Passion for land and water conservation and community-based environmental work
- Strong communication and interpersonal skills; comfort with public speaking
- Experience in event planning, community organizing, or volunteer coordination preferred
- Proficiency in social media platforms, CRM tools, and marketing software
- Ability to work some evenings and weekends as needed
- Integrity, discretion, and commitment to maintaining confidentiality
- Strong interpersonal skills and a collaborative approach to team dynamics
- Excellent verbal and written communication skills
- Ability to manage multiple tasks and deadlines in a fast-paced environment
- Highly organized with meticulous attention to detail

Perks and Benefits

- Pay is competitive and aligns with the latest Land Trust Alliance's Salary Survey
- Health Reimbursement Arrangement (HRA Plan) or option for healthcare cost stipend
- Retirement plan: SIMPLE IRA with a 1-to-1 employer match up to 3%
- Plenty of paid time off and 11 paid holidays
- Monthly cell phone and internet stipend and quarterly benefits cash contribution
- Hybrid work schedule option
- Modern office space located in the heart of Walloon Lake Village
- Paid professional development

Note: This position description serves as a general overview of the roles and responsibilities and requirements. Duties & expectations may be adjusted to accommodate the organization's evolving needs. A background check is required prior to hire.

WLAC is an equal opportunity employer. All qualified candidates will receive consideration for employment without regard to race, color, religion, gender, gender identity, or expression, national origin, genetics, disability, age, veteran status, or any other basis protected by law.