



JOB PROFILE

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| Job Title | Digital Content Producer |
| Department | Communications & Donor Relations |
| Location | Open to remote in BC, Ontario, or Manitoba. Preferred: Hybrid in Winnipeg, MB; Kitchener-Waterloo, ON; or Vancouver, BC |
| Classification | Permanent |
| Salary | \$67,775 – \$74,907 |
| Reports to | Senior Manager, Communications and Marketing |
| Application Closing Date | October 8, 2025 |

Join a team that works to create a world where people live in justice, peace, and dignity. Canadian Lutheran World Relief (CLWR) is a charitable not-for-profit organization that challenges and responds to the injustices that cause human suffering and poverty.

CLWR supports hiring practices and a staff composition that benefits from a diverse staff team, where “diverse” means (but is not limited to) differences in ethnicity, gender, sexual orientation, physical abilities, religious beliefs, and/or political beliefs. Working for CLWR provides a competitive salary and comprehensive benefits package including Pension Plan and Group Insurance, a supportive work environment and excellent learning opportunities.

All employees are expected to agree with CLWR’s Mission Statement and Code of Conduct, and to work within its faith-based mandate. The ability to operate in highly complex environments and to manage valued relationships with donors, partners, and other stakeholders is essential.

JOB SUMMARY

The Digital Content Producer will create and share short-form video, social media and other digital content to help tell CLWR stories online. They will help shape CLWRs social media presence, crafting a clear voice and compelling calls to engagement. The ideal candidate is strong at capturing and editing video content, and will periodically travel to visit CLWRs programs to collect content and provide coaching to improve local staff capacity. This position will also work with footage collected by international staff and freelancers, and package it into content to work across a variety of platforms.

We are looking for someone with proven success with short-form video, someone that knows what makes a compelling and engaging story, and cares deeply about ethical storytelling. Together with the Senior Manager of Communications and Marketing, the Digital Content Producer will develop and implement a strategy to grow CLWRs online presence,

with a focus on video and social media. Then they will monitor progress and provide reporting to ensure that social media and digital communications are serving the overall goals of the organization.

EDUCATION, EXPERIENCE AND SKILL REQUIREMENTS

Minimum Knowledge

- Two-three years of professional communication experience with primary focus on creating digital content for social media and web.
- Diploma/degree in Communications, Journalism, PR, Marketing—or equivalent practical experience.

Minimum Experience

- Demonstrated ability to tell compelling stories through short form video and social content.
- Interviewing and content-gathering experience, including in cross-cultural contexts.
- Significant experience editing videos with a solid understanding of visual storytelling.
- Video recording and photography experience, preferably with both smart phone and full camera set up.

Technical Skills

- Ability to adapt a single piece of content to be used multiple ways across a variety of platforms.
- Ability to articulate complex ideas in clear and compelling ways.
- Excellent communication in English with strong attention to detail.
- Understanding of and experience with digital marketing is an asset.
- Familiarity and experience with website content management and email communication is an asset.
- Knowledge of fundraising and donor relations is an asset.
- Strong computer skills (Microsoft Office programs, video and photo editing programs, website content management systems, etc).

Other Skills or Requirements

- Exceptional initiative to develop plans and follow through with limited supervision.
- Ability to manage multiple projects at the same time while meeting deadlines and managing competing demands and interruptions. Including the ability to change gears and take on unexpected assignments (eg. After a major disaster).
- Ability to build strong relationships and developing mutual understanding with staff outside department.
- Ability to communicate and build trust across cultural differences.
- Fluency in French, Spanish and/or Arabic is an asset.
- Knowledge of international development and humanitarian aid is an asset.
- Understanding of CLWR's Lutheran constituency in Canada is an asset.
- Must be eligible to work in Canada.
- Must be able to



- convey a high degree of commitment and passion for the mission, vision, and values of CLWR
- maintain a high level of confidentiality
- support and work within this diverse church denomination

Working Conditions

- Hybrid/remote work option.
- Ability to work occasional evenings or weekends as needed.
- Ability to travel nationally and internationally.
- Manual dexterity to operate a desktop or laptop computer; ability to lift 15lbs.
- Ability to carry and set up camera equipment as needed

KEY RESPONSIBILITIES

| Description | % of Time |
|---|------------------|
| Digital content production – video and social <ul style="list-style-type: none">• Plan, capture, edit, caption and publish short-form video and other digital content for social media and the website. Adapt for use across multiple platforms.• Periodically travel internationally and within Canada to generate content about CLWR's work.• Develop key relationships with program staff, partner staff and content creators to ensure steady stream of assets for storytelling. | 50% |
| Social management and planning <ul style="list-style-type: none">• Manage CLWR's social media presence, including content, branding, planning content schedules and responding to inquiries.• Together with the Senior Manager, Communications and Marketing, develop a social media and digital content strategy to increase engagement and ensure that content is used effectively to support the overall goals of the organization.• Fulfill partner visibility requirements (may include GAC, CFGB, HC, LWF, ACT Alliance and national church partners). | 25% |
| Measurement and reporting <ul style="list-style-type: none">• Monitor engagement of digital content.• Provide regular reporting to Senior Manager Communications and Marketing and Senior Director of Communications and Donor Relations.• Adapt content plans as needed based on reporting. | 10% |
| Communications support and training <ul style="list-style-type: none">• Provide training for staff across CLWR and partner organizations on digital communications best practices to increase quality of content received.• Collaborate with others on the communications and marketing team to help create and support digital ad campaigns and marketing.• Post content to the CLWR website and update content as needed.• Provide occasional back-up support to email marketing and communications work. | 10% |



Canadian Lutheran World Relief

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| Other organizational tasks <ul style="list-style-type: none">• Provide occasional surge support for CLWR's Community and Donor Relations team.• Assist with occasional special events.• Participate in related training courses, seminars and webinars as available.• Perform other duties as assigned by the Senior Manager, Communications and Donor Relations or the Senior Director of Communications and Donor Relations. | 5 |

Qualified applicants should email a single PDF document including a cover letter and resume to hr@clwr.org and include a link to a portfolio that demonstrates your video skills.

Closing date is October 8, 2025. Please quote "Digital Content Producer" in the subject line of your submission. We thank all who apply but will only contact applicants selected for interviews.