

## JOB PROFILE

<b>Job Title</b>	Senior Writer & Media Officer
<b>Department</b>	Communications & Marketing
<b>Location</b>	Hybrid in Winnipeg, MB preferred, open to Hybrid in Kitchener-Waterloo or Vancouver, or remote within Canada. Travel within Canada and internationally is required.
<b>Classification</b>	Permanent, Full-Time (36.25hrs/week)
<b>Salary</b>	\$65,555 – \$80,122
<b>Reports to</b>	Senior Manager, Communications and Marketing
<b>Closing Date</b>	July 12, 2026

### About CLWR

We're one of Canada's oldest, most trusted humanitarian agencies, but a lot of days, working here feels like a startup. We hope to be the best of both, and we also want CLWR to be the best employee experience you ever have.

We work on some of the most urgent global challenges of our time and respond to some of the bleakest situations in the world — like wars in Gaza, Sudan and Ukraine, hunger in South America and East Africa, and refugee crises worldwide.

Like many other international relief and development organizations, we're facing big challenges of our own and navigating serious uncertainty. We're meeting that moment by taking big swings to expand our ability to make a real difference in the world. In our 80th year, we're evolving aggressively with new approaches that are transforming how we work. We combine the nimbleness and optimism of a start-up with the resilience, legacy and partnerships of a storied faith-based movement. We're just the right size to have resources to work with, without endless bureaucracy slowing us down.

Our team is made up of the incredible people who have built a culture of conviction and competence. They're energetic, creative and passionate in their work for a world where people live in justice, peace, and dignity. Whatever your religious background, abilities, race, gender identity, or sexual orientation, if you can match that energy, you'll be a great fit here.

We're sure this can be your dream job – a chance to dedicate your talents to a more just world while being treated and valued as a whole person with a life outside of work: flexible hours, generous compensation, Fridays off in July and August, 100% employer-paid benefits premiums, 8% RRSP matching, and openness to remote and hybrid work arrangements that suit your life. And maybe most importantly, we offer an environment of respect and support from peers and supervisors, and the chance to work with a really special group of people who will no doubt turn into lifelong friends. The folks we partner with across The Lutheran World Federation, Canadian Foodgrains Bank, Humanitarian Coalition, and the Manitoba Council for International Cooperation are all pretty great, too.

We're growing our team to meet growing challenges, and we couldn't be more excited. Join us.

## About the role

This position supports the Communications and Donor Relations (CDR) team by bringing CLWR's international programs to life through storytelling and media engagement. You'll build relationships with program staff, partners and freelancers around the world to keep a steady stream of stories flowing to the CDR team. You'll travel a few times a year —internationally and within Canada — to program sites and partner communities to capture stories, photos and other content first-hand. This role requires a strong writer who can turn an interview into a compelling story for different audiences and formats. In this position you will also build up and maintain CLWR's media presence: developing relationships with journalists, pitching stories proactively and responding to media inquiries.

You will combine your media knowledge and storytelling skills to help shape the public voice of CLWR, helping us present a compelling voice on issues that matter.

## About the person we're looking for

You care deeply about the issues the CLWR is working on, and you can help us find a compelling voice to get those issues in front of people. You're a strong storyteller who can find the human details in a complex situation and turn them into a story that moves people — whether that's a web feature, a donor update, or a pitch to a journalist. You've got several years of professional communications experience and can tailor your writing to different audiences and formats. You're comfortable travelling to unfamiliar settings, approach interviews with sensitivity and will prioritize ethical storytelling.

You understand how media relations works — you can write a press release, build a relationship with a reporter, and when journalists call you can represent CLWR or coordinate a spokesperson. You have experience working in media or media relations and you're not rattled by a short deadline or a sudden need to drop everything when news breaks, especially during disaster response.

You don't do your work in isolation, but understand how storytelling and media relations support fundraising, programs, advocacy and church engagement. You build strong relationships with colleagues and partners so that stories and information flow easily across the organization.

This is a role for someone who follows the news, loves a good story and can put those two things together to get stories about CLWR's work in front of new audiences.

You must be eligible to work in Canada. Travel, including international travel to program areas, is a part of this job, along with occasional evenings and weekends when deadlines or events require it.

## KEY RESPONSIBILITIES

Description	% of Time
<p><b>Storytelling and content production</b></p> <ul style="list-style-type: none"> <li>• Together with Senior Manager of Communications and Marketing, build and maintain relationships with program team, partner staff and freelancers, to generate a steady flow of content about CLWR's international programs, including for donor appeals.</li> <li>• Conduct interviews with partners and beneficiaries virtually to collect content about CLWR's programs, including sourcing photos and videos from local partner staff.</li> </ul>	65%



<ul style="list-style-type: none"><li>• Write and edit long-form and short-form stories, features and updates for CLWR's website, donor communications, social media and print publications.</li><li>• Assess CLWR's content and current events to find opportunities for CLWR to present a compelling voice and story on issues that matter.</li><li>• Travel internationally and within Canada, as assigned, to gather first-hand stories, photos and other content from CLWR's program areas and field partners.</li><li>• Prioritize informed consent, safety and sensitivity when conducting interviews with participants, program staff and CLWR supporters.</li><li>• Organize any photos or other assets collected during reporting to ensure content gathered through travel and partner contributions is properly captioned, tagged, archived and accessible to the team.</li></ul>	
<p><b>Media relations</b></p> <ul style="list-style-type: none"><li>• Proactively pitch story ideas to journalists, editors and media outlets to grow CLWR's profile and reach.</li><li>• Write and distribute press releases and media materials, and maintain CLWR's media contact lists.</li><li>• Develop talking points and key messages on important issues or projects where CLWR is likely to receive public attention or questions.</li><li>• Build relationships with journalists to support CLWR media relations.</li><li>• Respond to incoming media inquiries, coordinating interviews and talking points with CLWR spokespeople.</li><li>• Monitor news and media coverage relevant to CLWR's work, flagging emerging issues or opportunities to the Senior Manager.</li><li>• Track and report on media coverage and outreach results.</li></ul>	15%
<p><b>Production and administrative support</b></p> <ul style="list-style-type: none"><li>• Proofread and quality-check materials before publication or distribution.</li><li>• Support preparation of materials and communications for other departments, organizational events and campaigns as needed.</li><li>• Assist with research, data gathering and preparation of reports and presentations as needed.</li><li>• Together with Communications Associate, track CLWR's grant visibility commitments and ensure we meet requirements.</li></ul>	15%
<p><b>Other organizational tasks</b></p> <ul style="list-style-type: none"><li>• Other tasks as assigned by supervisor</li><li>• Participate in team meetings, learning initiatives and strategic planning sessions</li></ul>	5%

Qualified applicants should email a single PDF document including a cover letter and resume to [hr@clwr.org](mailto:hr@clwr.org)

**Closing date is July 12, 2026.** Please quote “Senior Writer & Media Officer” in the subject line of your submission. We thank all who apply but will only contact applicants selected for interviews.