

JOB PROFILE

Job Title	Social Video Lead
Department	Communications & Marketing
Location	Hybrid in Winnipeg, MB preferred, open to Hybrid in Kitchener-Waterloo or Vancouver, or remote in BC, Ontario or Manitoba.
Classification	Permanent, Full-Time (36.25hrs/week)
Salary	\$79,535.90 - \$97,210.43
Reports to	Senior Manager, Communications and Marketing
Closing Date	August 13, 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 role exists to make CLWR visible and compelling to people who do not already know us.

You will lead CLWR's short-form social video and platform-native content on priority discovery platforms, especially TikTok and Instagram Reels. Your job is not simply to post content. It is to help CLWR earn attention in the feeds where people are already spending time, and to make international humanitarian, refugee, climate and food security issues feel immediate, human and worth caring about.

This is a hands-on content role. You will make the work, not just advise on it. You should be able to take raw story material, photos, interviews, staff-shot video, field footage, campaign ideas and existing CLWR content, and turn them quickly into strong short-form digital content. You should know how to find the hook, shape the cut, write the caption, use text on screen, choose the pacing and make the piece feel native to the platform. You also track the performance of the content you create, not just for reach but to ensure it's driving new audience growth, engagement and lead generation.

This role does not exist to become the whole publishing calendar, a routine website updater, an email producer or a donation-page optimizer. Those things matter, but they are not the centre of this job. The centre of this job is making CLWR much better at short-form social content on priority digital platforms — right now, that means Instagram/Reels and TikTok.

You will work closely with colleagues across communications, marketing, donor relations, church engagement and programs, but your core responsibility is clear: help CLWR become visible, credible and compelling on the platforms where new audiences can discover us.

About the person we're looking for

You're science and art — a compelling creator who wants to know how their content is doing.

You understand how social platforms actually work right now. You know that TikTok and Reels are not the same thing, and you can explain why. You pay attention to what is changing: hooks, pacing, search behaviour, captions, comments, creator norms, trends, sound, video length, retention, shares and what makes people stop scrolling. And you care about how the content performs, you know what data to track and how to use that information to make decisions about what to stop, what to try and where to invest more.

You can also make things. You do not need a perfect production pipeline to be useful. You can work with imperfect footage, old assets, partner photos, interview clips, a campaign paragraph or a staff member speaking into a phone and find the thing worth turning into content. You can cut quickly and well and you can film and shoot content yourself when needed. You can make serious issues feel human without making them cheap.

You care deeply about the issues CLWR works on, and you have a point of view about how to tell those stories ethically and effectively. You understand that humanitarian content can become distant, heavy, institutional or guilt-based, and you want to find better ways to invite people into care, solidarity and action. You understand the reasons the algorithms don't want to serve this kind of content to people and are eager for the challenge.

You have good taste, strong judgment and a portfolio that shows you can make platform-native work. You are comfortable testing, learning and improving over time.

You are collaborative, building relationships with key staff in international program so they can help provide the content you need. You can offer training and constructive feedback to international and program staff to build capacity for capturing content. You can take feedback, but you also have enough voice and conviction to say when something will not work online.

This is a role for someone who wants to help an international charity become genuinely visible to new audiences — not by watering down the work, but by learning how to make it belong in the feed. You must be eligible to work in Canada. Occasional evenings and weekends may be required when news breaks, emergencies happen or campaign moments require timely response.

Occasional travel in Canada may be part of the job to capture footage yourself. Very occasional international travel is not a core piece of the job but is a possibility.

KEY RESPONSIBILITIES

Description	% of Time
Short-form video and platform-native content production • Create, edit, caption, package and publish short-form video for TikTok, Instagram Reels and other priority social platforms. • Turn CLWR stories, interviews, photos, field footage, campaign material and partner updates into compelling digital-first content. Including working with imperfect or limited raw material or filming content yourself as needed. • Collaborate with marketing team to create compelling digital assets to support lead generation and donor acquisition. • Identify strong hooks, opening moments, cuts, captions, covers, text overlays, pacing and platform-specific treatments. • Adapt one story or asset into multiple usable short-form pieces for different audiences and platforms. • Build a steady rhythm of short-form content that increases CLWR's reach, visibility and relevance with people who do not already know us. • Develop relationships with key international program staff and partners to develop a pipeline of content you can use from CLWR's programs.	70%
Platform insight, voice and audience growth • Track content performance to ensure content is growing our audience and generating new leads. Use data to improve future creative decisions. • Lead CLWR's understanding of how priority social platforms are changing, especially TikTok and Instagram/Reels. • Develop and refine CLWR's platform voice, formats and recurring content approaches. • Help CLWR avoid generic institutional content and build a more human, timely and recognizable presence online. • Bring practical insight to the team about how charities can succeed on social platforms without relying on guilt, jargon or generic awareness content.	15%



Collaboration and content development • Work with communications, marketing, donor relations, church engagement and programs colleagues to identify material with strong social potential. • Help colleagues understand what kinds of footage, photos, quotes and moments are most useful for short-form content. • Provide training for international colleagues and partner staff on the type of content that's most useful, and how to record it. • Collaborate with video, design, writing and marketing colleagues so that strong campaign and story material is adapted effectively for social platforms. • Support emergency, advocacy and campaign moments with timely short-form content when speed and judgment matter.	10%
Other organizational tasks • Participate in team meetings, learning initiatives and planning sessions. • Contribute to a healthy, respectful and creative team culture. • Other tasks as assigned by supervisor.	5%

Application instructions

Qualified applicants should email a single PDF document including a cover letter and resume to hr@clwr.org. Please include links to a portfolio or examples of short-form social video or platform-native digital content you have created.

In your cover letter, please briefly answer the following:

1. Why do you care about the issues CLWR works on, and what kind of story do you want to help tell?
2. How do you think an international charity can succeed on platforms where people are not necessarily looking for charity content?

Finalists may be asked to complete a practical content exercise using sample CLWR material. Closing date is [insert date]. Please quote "Digital Content Lead" in the subject line of your submission. We thank all who apply but will only contact applicants selected for interviews.