



**Canadian Lutheran
World Relief**

Creating a world where people live in justice, peace and dignity

COMMUNICATIONS SPECIALIST - JOB POSTING

Inspired by God's love for humanity, Canadian Lutheran World Relief (CLWR) challenges the causes and responds to the consequences of human suffering and poverty. CLWR offers competitive salary and benefits packages, a positive work environment, and excellent learning and growth opportunities while helping others in need.

The Communications Specialist is a key member of the Community Relations team. Under the direction of the Communications Manager, this role provides communication expertise to the Community Relations department in achieving its fundraising targets and implementing its strategic priorities.

This role is primarily responsible for creating stories and other internal and external communication materials under the direction of the Communications Manager. The Communications Specialist will be responsible for implementing the communications strategy and overseeing its daily administration. This position will provide content for, and support, the development of various digital and print channels, including CLWR's website, email and print newsletters, social media and donor impact reports.

Core Competencies required for this role: adaptability, communication & storytelling, quality orientation, attention to detail, planning & organizing, problem-solving, self-motivation, results orientated, teamwork, relationship building, accountability, research & analysis, and multitasking.

EDUCATION, EXPERIENCE AND SKILL REQUIREMENTS

a. Minimum knowledge (formal education/general knowledge) required:

- Degree or diploma in Public Relations, Communications, Creative Communications, Marketing, Journalism, or a combined equivalent experience will be considered
- International development knowledge or experience
- Knowledge of fundraising, donor relations, relationship management considered an asset
- Understanding of donor-centric or audience-centric writing, with demonstrated ability to tailor writing for a specific audience

- Knowledge of working in a volunteer-based charitable, faith-based organization considered an asset
 - Knowledge of database software, including managing records/reports, and using data to support processes considered an asset
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b. Minimum experience required:

- Two or more years of experience in a similar role, with responsibility for creating content, managing projects, and daily workflows
 - Experience or training related to communications and promotion/marketing
 - Experience in providing a broad range of communication supports to various departments when required
 - Experience or training in interviewing and reporting
 - Experience writing for the web and publishing to a website content management system
 - Proficient in analysis and research
 - Demonstrated initiative and organizational competencies
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c. Technical skills required:

- Excellent written and spoken communications skills in English
 - Fluency in French would be an asset
 - Ability to write compelling, concise stories and copy for digital and print audiences
 - Strong expertise in all aspects of storytelling from brainstorming story ideas to interview, writing, editing, and publishing
 - Proven skills with media relations including research, news releases, pitching, and relationship-building
 - High degree of competence in computer skills (Microsoft Office, Excel, PowerPoint, Database Management software, Fundraising software, web-based software, design software, etc.)
 - Knowledge of a Mac environment, photography, videography, design, or online advertising would be an asset
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d. Other skills required:

- Proven ability to take the initiative and follow-through with limited supervision
- Demonstrated ability to prioritize and meet deadlines
- Innovative thinker with the ability to implement plans to achieve set goals
- Ability to work independently and as part of a team

- Ability to speak with confidence from a knowledge-base, effectively communicating technical information
- Demonstrated ability to establish priorities and meet deadlines in a time-sensitive environment
- Strong attention to detail with a high degree of accuracy
- Public speaking and presentation skills

e. Working Conditions:

- Potential travel nationally and internationally on a limited basis
- Ability to work occasional evenings or weekends as required by special events/circumstances
- Ability to attend and conduct presentations
- Manual dexterity required to use desktop or laptop computer
- Lifting or moving up to 15lbs may be required

CLWR believes that social fabric is enriched by individual and collective contributions of a diverse population. We, therefore, support hiring practices and a staff composition that consider the benefits of a diverse staff team, where “diverse” means (but is not limited to) differences in ethnicity, gender, sexual orientation, physical abilities, religious beliefs, or political beliefs.

It is expected that all employees are in agreement with the mission statement of Canadian Lutheran World Relief and can work within its mandate and a faith-based environment.

Qualified applicants should email a cover letter outlining how you meet the above criteria, your resume, and three to five writing or content samples to hr@clwr.org by Sunday, March 31, 2019.

We thank all who apply but only those selected for further consideration will be contacted.