

Narrative & Communications Lead

Location: Calgary, AB (On-site with flexibility for hybrid work)

Reports to: Director, Strategic Communications

Status: Full-Time, Permanent

Position Overview

Do you get excited about turning complex ideas into stories people actually care about?

Are you the kind of communicator who can take dense public policy and turn it into something clear, compelling and impossible to ignore? Do you enjoy working with a small, sharp, slightly unconventional team that values creativity, curiosity and impact over bureaucracy?

At the Canada West Foundation, we don't just publish research, we shape conversations about the future of Western Canada and the country as a whole. This role sits at the center of that work.

As a senior member of the Strategic Communications team, you will transform rigorous, non-partisan policy research into narratives that influence decision-makers, engage the public and elevate Western Canada's voice nationally. You'll work side-by-side with researchers, leadership and external partners to bring clarity, energy and strategic focus to everything we put into the world... whether that's a flagship report, an op-ed or a high-profile event.

This is a role for someone who wants their work to matter and to see ideas move, conversations shift and impact grow.

What You'll Do

- Shape ideas into influence.
- Lead integrated communications strategies that don't just promote research but ensure it lands with the right audiences and drives real conversation.
- Translate complex policy analysis into clear, engaging and accessible stories that resonate beyond traditional policy circles.
- Create content people will actually read, watch and share.
- Write and edit across formats: op-eds, reports, speeches, digital content, newsletters and more.
- Help bring research to life through multimedia storytelling, including videos, podcasts and digital experiences.
- Amplify the voice of CWF and its experts.
- Collaborate with researchers and leaders to sharpen messages and strengthen their public voice.
- Coach authors and spokespeople to communicate with clarity, confidence and impact.
- Deliver polished, high-impact publications and launches.
- Lead end-to-end production of reports from editing and fact-checking to design and launch strategy.
- Co-ordinate external vendors and ensure everything is on time, on brand and high quality.

- Turn moments into momentum.
- Support and execute events, from roundtables to major launches, that deepen relationships and extend our reach.
- Align communications with broader organizational priorities and opportunities.
- Help grow the Foundation’s reach and reputation.
- Use data and analytics to refine strategy and continuously improve performance.
- Support marketing, partnerships and business development through compelling materials and storytelling.
- Lead and mentor, providing guidance to junior team members.
- Contribute to a culture that is collaborative, creative and committed to excellence.

What You Bring

- Ideally, 7-10 years of experience in communications, public relations, media or a related field.
- Exceptional writing and editing skills – you know how to make complex ideas simple without losing nuance.
- A strong instinct for what makes a story land with different audiences.
- Experience across multiple channels (media, digital, events, etc.).
- Comfort with tools like WordPress, Google Analytics, HubSpot, Canva, Adobe Creative Suite or similar would be an asset.
- The ability to manage multiple priorities without losing attention to detail.
- Confidence working with senior stakeholders across government, industry and media.
- A collaborative mindset and a willingness to roll up your sleeves.

Why this Role Matters

Your work will help shape how Western Canada’s most important issues are understood by governments, business leaders and the public. You won’t just be communicating ideas. You’ll be helping move them forward. You will do all of this as our new **Narrative & Communications Lead**.

About the Canada West Foundation

The Canada West Foundation is a donor-supported, registered Canadian charity and an independent, non-partisan, evidence-based think tank focused on Western Canada.

Our Vision

Western Canada drives Canada’s prosperity—economically, socially and globally.

Our vision is to advance interests of Western Canadians by working with governments, industry and partners to build a stronger, more united and prosperous Western region—one that powers Canada’s future.

How to Apply

Send your cover letter and resume to ducharme@cwf.ca with the subject line: “Last Name_Narrative Comms Lead”. We appreciate all applications, but only those selected for interviews will be contacted. Applications will be accepted until 11:59 PM MT on April 10, 2026.