

The Opportunity

Are you looking to contribute your expertise to help lead one of North America's most exciting and creative businesses? Are you looking to join a strong visionary team, carving out a new path in one of Canada's most innovative communities?

The successful candidate will become an integral player in our continuous creation of new social enterprise opportunities on Fogo Island, strengthening the impact of social business in Canada and abroad.

Job Title: Sales Associate
Permanent, Full-Time

Location: Toronto, ON

Key Responsibilities

Reporting to the Sales Manager;

- Responsible for meeting/exceeding sales & revenue goals as set quarterly and annually
- Assist in the planning and implementation of strategies and action plans to increase sales in all segments
- Assist in the preparation and implementation of sales initiatives
- Participate in weekly Sales Team Meetings
- Participate in trade and networking events, as relevant
- Entertainment of clients and prospective clients, as appropriate, to build and strengthen relationships
- Travel, as appropriate, to various industry and Inn-related client events in key feeder markets
- Preparation of proposals, itineraries and contracts as required for direct, group, corporate and consortia accounts
- Respond to RFPs, as requested through various portals (CVent, Wedding Wire, etc)
- In conjunction with the Sales Team: solicit, negotiate and confirm new and repeat business through various efforts (outside sales calls, marketing, direct mail, referrals, site inspections, tours, networking, conferences, etc.)
- Liaise with internal reservations team
- Prospect for new leads in all segments
- Follow up on all leads, both by telephone and by written correspondence within an established time frame
- Provide webinars and in-person training for various travel agencies and wholesale contacts
- Maintain and develop a client and prospect database in Salesforce
- Maintain positive relations with all Guests, Vendors, Colleagues and Global Sales Offices within respective markets
- Perform other functions as required and directed

Skills and Experience

Training & Experience

- Post secondary diploma or degree (College/ University)
- Must have valid Canadian driver's license
- Proficiency with Microsoft Office Suite
- Proficiency with CRM, such as Salesforce
- Experience in sales environment

Position Specific Skills

- Excellent communication skills
- Extremely well organized and able to manage a multitude of tasks and priorities simultaneously
- Excel in a fast paced and demanding start-up environment
- High degree of confidentiality

Personal Skills & Interests

- Entrepreneurial spirit and willing to learn something new every day
- Positive, outgoing, ambitious, energetic and career oriented
- Team player with a roll up your sleeves approach to getting the job done
- A desire to “Make a Difference” and make strategic investment in the growth of Social Business in Canada
- A passion for small communities

Compensation and Benefits

- Competitive Salary and Benefits package
- Great organizational culture
- Opportunities to advance

About our Organization

Shorefast was established to contribute to the economic and cultural resilience of Fogo Island, Newfoundland, creating a model for contemporary rural communities. Activities are focused at the intersection of business, art, community and nature.

The Shorefast Group operate a social enterprise model where surpluses from business activity flow through the Charity and are reinvested in community programs. Entities under this unique corporate structure include Shorefast Foundation (federally registered Canadian charity) and Fogo Island Arts (contemporary art residency programme), alongside for-profit business ventures including Fogo Island Inn, Fogo Island Shop, Fogo Island Fish, and Community Host Services.

Social business is an emerging field in Canada, where for-profit economic activity directly contributes to positive social outcomes typically served by the non-profit community. Shorefast is a leader in this emerging space, creating not-just-for-profit businesses that maximize return on sacred capital (natural, social, cultural) alongside economic capital. The goal is to create a next generation economy of strong, resilient communities – a global network of deeply local places.

The successful candidate will join a committed team and help create business in service of community.

Contact Us

Please submit a cover letter and resume to careers@fogoislandinn.ca using the subject line “**Sales Associate**”

Deadline for Applications: **June 15, 2019, or Until Filled.**

Questions about this position may be directed to: **Alexandra Taylor at alexandrataylor@fogoislandinn.ca**

No phone calls, please.

For further information visit our websites:

www.fogoislandinn.ca | www.shorefast.org | www.fogoislandarts.ca | www.fogoislandshop.ca