



The Opportunity

Are you looking for a meaningful position in which to apply your skills in branding, business, marketing communications, PR and basic graphic design? Are you looking to join a strong visionary team, carving out a new path in one of Canada's most innovative communities? Reporting to our VP of Marketing, you will be an integral member of a Toronto-based small but mighty Sales & Marketing team. The primary role of the **Manager, Marketing & PR** is to drive and support external marketing, media relations, promotional communications and sales efforts for the community enterprises under [Shorefast](#), namely the [Fogo Island Inn](#), [Fogo Island Workshops](#) and [Fogo Island Fish](#). This is a full-time 14-month maternity leave position, with potential for opportunities beyond the term.

Who we are

[Shorefast](#) is a Canadian registered charity behind social businesses including the award-winning [Fogo Island Inn](#), [Fogo Island Workshops](#), [Fogo Island Fish](#), as well as programmes such as [Fogo Island Arts](#), a leading global contemporary artist residency.

Through its work on Fogo Island, Newfoundland, and with other communities across Canada, Shorefast's mission is to make it possible for local communities to thrive in a global economy. We envision a world where all businesses are social businesses. Do you want to do work that matters and aligns with your values? Join our team and support an innovative model that puts people and place first.

What we offer

- A hybrid approach to work: you can work from home as well as take advantage of frequent opportunities to gather as a team for updates and work sessions
- An engaged, progressive, highly supportive, flexible, and collaborative work environment
- An opportunity to work on and learn from diverse businesses and non-profit organizations spanning hospitality, furniture and artisan crafts, the food industry, cultural foundations, etc.
- Travel to Fogo Island, Newfoundland, which was recently listed on the New York Times' 52 Places for a Changed World and is said to be one of the four corners of the earth (!)
- Group Insurance Plan (including Health, Dental, Life & AD&D) and Employee Assistance Program
- Mobile phone cost reimbursements as well as discounted mobility plan eligibility for personal cell phone plans
- Eligibility for discounts at Shorefast's community enterprises, and at select Canadian hotels

What you'll do

- Conducting proactive and reactive media relations in Canada, the US and globally
- Managing the organization's PR agency and overseeing their efforts in key markets
- Direct supervision of the organization's Webmaster, responsible for implementing Shorefast's digital strategy, in addition to updating website content, improving user experience, increasing functionality and measuring performance
- Managing the organization-wide Content Calendar, identifying opportunities for cross-promotion, and supporting the Marketing Communications team in developing content for social channels and digital platforms
- Building and nurturing relationships with travel and marketing partners for sales, cross-promotion, and programming
- Supporting the deployment and analysis of e-mail campaigns
- Supporting the development and production of print and digital promotional material for internal and external purposes, including for guests, clients, travel agents, partners, and media
- Planning and executing events and familiarization trips, including media stays and film shoots
- Maintaining and growing Salesforce and Mailchimp databases with support from the Webmaster
- Managing award calendar and preparing award applications for all community enterprises
- Developing, formatting presentation deck for partnership proposals
- Pitching in and helping with all the other communications and PR initiatives as needed

Qualifications you'll bring

- 5+ years of progressive experience in a marketing communications capacity
- Bachelor's Degree in Communications, Marketing, or related field and/or equivalent experience
- Experience in high-end hospitality and luxury goods an asset
- Solid business acumen and strategic business sense
- Excellent creative problem-solving skills
- Artful, with basic graphic design expertise and strong aesthetics
- Creative thinker, results-driven
- Exceptional storyteller; strong written and verbal communicator and keen understanding of digital content as storytelling
- Extremely organized and attentive to detail
- Ability to work remotely, and willing to travel
- Excel in a fast-paced and demanding start-up environment
- Fluency with Microsoft Office Products, Salesforce, Mailchimp, and Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- A passion and affinity for small communities and community enterprises
- Sensitivity to the culture and history of outport Newfoundland & Labrador

Apply:

Submit **cover letter and resume** to careers@fogoislandinn.ca, subject line "Manager, Marketing & PR"

Deadline: **May 16, 2022.**

Questions about this position may be directed to: alisonhendrick@fogoislandinn.ca.

We are grateful for all applications but only those selected for an interview will be contacted.

www.shorefast.org | www.fogoislandinn.ca | www.fogoislandworkshops.ca | www.fogoislandfish.ca | www.fogoislandarts.ca

Shorefast's charitable foundation and social businesses are committed to diversity, equity, inclusion, and belonging. This commitment is core to what we do and what we believe. Everyone is welcome here. We endeavor to foster an accessible work environment and to ensure all in our care feel safe and valued. We are working actively to address imbalances for historically excluded and marginalized communities. Please reach out if there is anything we can do to accommodate a more accessible or inclusive application process.