

The Opportunity

Are you looking for a meaningful position in which to apply your skills in business, communications, marketing and aesthetics? 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 and Social Business Development, 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, communications and sales efforts for the social businesses under Shorefast, namely the Fogo Island Inn, the Woodshop on Fogo Island and Fogo Island Fish.

The successful candidate is an energetic individual who loves a challenge, is self-motivated and eager to play a critical role in the company's growth. The ideal candidate is a masterful and digitally-savvy storyteller who is enthusiastic about driving and contributing to marketing and sales campaigns through compelling content, whether that is writing strong pitches for media, deploying emails that convert, enhancing user experience on websites, creating collateral that inspires and preparing partnership proposals that powerfully showcase the Brands' offerings.

Job Title: Manager, Marketing & PR
Fogo Island Inn, Woodshop on Fogo Island, Fogo Island Fish
Location: Toronto, ON

Overall Accountability

Reporting to the VP, Marketing and Social Business Development;

Contribute to the strategy and be accountable for the execution of key external marketing and sales initiatives and campaigns for Fogo Island Inn, the Woodshop on Fogo Island and Fogo Island Fish. Responsibilities include but are not limited to: media relations, development of partnership proposals, contributing ideas and content for integrated campaigns and programming, support and maintenance of websites, deployment of email marketing campaigns, graphic design of sales enablement tools, support of events management, and more.

Major Responsibilities

- Conducting proactive and reactive media relations in Canada, and specifically Toronto, including press pitches, nurturing relationships, participation in travel trade shows as relevant
- Overseeing PR agencies' efforts in key feeder markets
- Updating website(s) content, user experience and functionality, in collaboration with Communications and Content Team
- Supporting the development of digital content for multiple social channels and digital platforms
- Supporting the deployment and analysis of e-newsletter campaigns
- Supporting the paid digital strategy implementation (SEO/SEM, social and sponsored)
- Creating presentations and proposals for marketing partnerships as well as for key internal projects and reporting
- Developing campaign post-mortems and reports including recommendations for improvements and course-correction
- Supporting the development and production of print and digital promotional material for travel agents and partners
- Contributing to the planning and execution of client/media/donor events
- Maintaining and growing Salesforce databases: guests, customers, clients and media
- Collaborating with the Fogo Island Inn team to coordinate media visits and familiarization trips
- Preparing award applications for Fogo Island Inn and Woodshop
- Pitching in and helping with all the other marketing initiatives as needed

Skills and Experience

Training & Experience

- 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

Position Specific Skills

- Bilingualism (French | English) an asset
- Solid business acumen and strategic business sense
- Excellent creative problem-solving skills
- Artful, with basic graphic design expertise and strong aesthetic eye
- Creative thinker, results-driven
- Exceptional storyteller; strong written and verbal communicator and keen understanding of digital content as storytelling
- Self-disciplined, self-motivated and a team player able to work with remote teams
- Extremely organized and attentive to detail
- Ability to work flexible hours and willing to travel
- Excel in a fast-paced and demanding start-up environment
- Fluency with Microsoft Office Products, Salesforce and Adobe Creative Suite (InDesign, Photoshop, Illustrator)

Personal Skills & Interests

- A passion and affinity for small communities and social enterprise
- Sensitivity to the culture and history of outport Newfoundland & Labrador

Compensation and Benefits

- Competitive Salary and Benefits package
- Great organizational culture
- Opportunity for Entrepreneurial spirit to thrive

About our Organization

Fogo Island Inn, the Woodshop on Fogo Island and Fogo Island Fish are social businesses under Shorefast, a Canadian charity established to contribute to the economic and cultural resilience of Fogo Island, Newfoundland.

Social business is an emerging field in Canada, where for-profit economic activity directly contributes to positive social outcomes. 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 “**Manager, Marketing & PR**”

Deadline for Applications: Sunday, February 28th 2021

Questions about this position may be directed to: Sorya Gaulin at careers@fogoislandinn.ca

For further information visit our websites:

www.fogoislandinn.ca | www.shorefast.org | www.woodshopfogoisland.ca | www.fogoislandfish.ca