



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.

The Opportunity

Based on Fogo Island, NL, the Manager, Content & Communications oversees the creation of compelling content to support the marketing communications strategy across the various entities under Shorefast, both community businesses and programmes: Fogo Island Inn, Fogo Island Workshops, Fogo Island Fish and Growlers Ice Cream Shop as well as the programmes under the parent charity Shorefast [Environmental Stewardship, Community Economies, Community events and engagement, etc.]. Working in collaboration with Contributors across the organization, the Manager is accountable for planning, creating and guiding content creation (copywriting and visual assets) for digital and traditional communications channels reaching external audiences and stakeholders (social media, websites, email newsletters, collateral, and more). Reporting into the VP, Marketing, and overseeing a small but mighty team of Coordinators focused on Social and Content, their combined efforts ensure that all external communication expresses the positioning and the unique identity of each entity, as well as contributing to meeting business and strategic objectives

What You'll Do

- Manage the Content Calendar for the organization, working cross-collaboratively with individual contributors from all entities
- Oversee the creation and deployment of content, including ensuring the quality of posts, levels of engagement, as well as implementing digital strategies to grow the channels' audiences
- Develop and execute a specific Content plan for Fogo Island Inn's social channels and e-newsletters
- Contribute to the implementation and evolution of the Digital Marketing strategy for the group's entities
- Produce or commission photos/videos, guide video content editing for various marketing communications purposes, as well as assist visiting crews for media and content shoots
- Oversee the creation and deployment of e-newsletters, with content from contributors from various entities
- Support the Communications needs of the HR team (copywriting and editing)
- Oversee the management and continuously improve the structure of the media assets library.
- Collaborate with Webmaster on websites upkeep and edits.
- Basic graphic design/layout work in support of Sales and Marketing objectives.
- Various other tasks as required depending on ongoing projects. Flexibility to assist with special projects and tasks as needed; some administrative duties will be required
- Managerial duties, including supervising and mentoring direct reports and providing feedback and quality control on projects

Qualifications you'll bring

- Bachelors Degree
- Minimum 5 years of experience in relative field
- Certification in marketing communications, PR, or digital marketing/social media
- Strong content producer
- Strong written and verbal communication skills
- Good eye for visual content
- Creative planner who is organized
- Ultimate team mentality
- Specialized knowledge of digital marketing, social media marketing, photography and video editing

What we offer

- Group Insurance Plan (including Health, Dental, Life & AD&D) and Employee Assistance Program
- An engaged, progressive, highly supportive, flexible, and collaborative work environment
- The opportunity to work in a thriving social entrepreneurship environment
- A commitment to recruiting, promoting, and training qualified individuals at all levels within the organization.

To Apply:

Submit cover letter and resume to careers@shorefast.org, subject line "**Manager, Content and Communications**". Applications will be accepted until the position is filled. 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.