



## **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 programs such as [Fogo Island Arts](#), a leading global contemporary artist residency, environmental stewardship initiatives, and more. 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**

As **Coordinator, Marketing Communications**, you will be an integral member of the organization's Marketing, Sales and Communications team. The primary focus of this role is to support and contribute to the organization's Marketing Communications Strategy and Positioning as well as its Digital Strategy and to work collaboratively with other entities to help guide marketing initiatives.

The role's scope covers all entities under Shorefast, including Shorefast's set of programmes, as well as community enterprises namely the Fogo Island Inn, Fogo Island Workshops, Fogo Island Fish, and Fogo's favourite Ice Cream place, Growlers.

As a contributor to the Content process, the role will contribute copywriting and ideas to continuously elevate our social and digital content strategy and other forms of external communication. The position also supports the Media Relations strategy and implementation, acting as the primary contact to the PR partner agency, as well as conducting reactive media relations.

The Coordinator, Marketing Communications will also liaise with other key agency partners to support ongoing projects and ensure deadlines and deliverables are met.

## **What You'll Do**

- Contribute to developing and updating core brand marketing communications materials, including backgrounders and resource documents articulating the ethos and attributes of the various community programmes and businesses
- Act as primary contact for the organization's PR agency by providing support and managing deliverables.
- Assess and respond to media and other inquiries by developing FAQs, Q&As and sharing appropriate resource documents
- Planning and executing events and familiarization trips, including media stays, photo and film shoots
- Partner and support the VP, Marketing as well as act as backup for the organization's Webmaster in ongoing digital strategy optimization: websites' updates, digital performance reports, monitoring review sites; recommending user experience and functionality updates, etc.
- Coordinate the development and production of print and digital promotional material for internal and external purposes, including for guests, clients, travel agents, partners, and media
- Contribute fresh and current ideas to the organization-wide Content Calendar, generating opportunities for cross-promotion across entities, and generally supporting the Marketing Communications and Content team in developing copy and stories for social channels and digital platforms
- Support the Sales Team's efforts to optimize marketing opportunities with travel trades
- Supporting the analysis of e-mail campaigns and social performance
- Maintaining and growing Salesforce and Mailchimp databases
- Pitching in and helping with all the other marketing and PR initiatives as needed



### Qualifications you'll bring

- Post secondary diploma or degree (College/ University) required
- Experience in marketing/communications
- Is enthusiastic, friendly, has good communication skills, and enjoys working in a team environment
- Has the ability to teach and motivate others
- Has the ability to adapt and react quickly to fluid situations while maintaining a positive attitude

### 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](mailto:careers@shorefast.org), subject line "**Coordinator, Marketing 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](http://www.shorefast.org) | [www.fogoislandinn.ca](http://www.fogoislandinn.ca) | [www.fogoislandworkshops.ca](http://www.fogoislandworkshops.ca) | [www.fogoislandfish.ca](http://www.fogoislandfish.ca) | [www.fogoislandarts.ca](http://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.*