

Who We Are

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.

Shorefast operates 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 (registered Canadian charity) Shorefast Foundation programming, which includes Fogo Island Arts, Environmental Stewardship, heritage restorations, and community engagement, alongside for-profit business ventures such as Fogo Island Inn, Fogo Island Workshops, and Fogo Island Fish.

The Opportunity

Are you looking for a meaningful position in which to apply your passion for quality food, sustainability and hospitality?

Newfoundland's Fogo Island Fish, one of Canada's pioneers and leaders in sustainable fish and seafood is looking for a **Partner Relations and Business Development Lead, based in Toronto (ON)**.

The successful candidate will be instrumental in nurturing and growing relationships with partners, which consist of niche wholesalers and retailers, as well as chefs and like-minded leaders in the industry who are committed to 'good food' movements, artisanal and local provenance, responsible harvesting practices and innovation.

Entrepreneurial by nature, the *Partner Relations and Business Development Lead* will be tasked with growing the business and evolving its model towards optimizing Business To Business channels.

Most importantly, the role acts as an ambassador to the Fogo Island fishing industry, promoting its history, culture and products, therefore ensuring fishing continues to be an integral part of the Fogo Island community.

What You'll Do

- Equally adept at driving top line revenue and profitability
- Develops and implements strategic sales and marketing plans to grow customer base in established and new markets
- Cultivates relationships with key decision makers and influencers in all related industries and communities
- Is accountable for end-to-end customer service
- Develops and recommends pricing and positioning strategy to produce the highest possible long-term market share within the segment
- Investigates new product offerings and implements strategic activities to match available inventory mix with business channels
- Oversees the shipping and logistics to and from central storage space
- Supports the development of the annual marketing strategy and ongoing plans, reports back on KPIs and presents results to executive management
- Builds strong, responsive relationships with team members across the Shorefast group of entities, particularly Fogo Island Inn and the Toronto Sales & Marketing Team, to nurture synergies
- Travels and represents Fogo Island Fish at various events (including industry shows, culinary events, fairs, etc.)

Qualifications you'll bring

- Diploma program or bachelor's degree with specialty in Business, Sales or related specialty
- 5+ years experience in sales with revenue accountability
- 5+ years of business unit oversight, including responsibility for budget management, systems implementation and relationship development (internal and external)
- Proficient in using Microsoft Suite

- Experience using online sales platform (Shopify would be an asset) alongside various marketing & communications software / channels (Mailchimp, Instagram, etc.)
- Possess excellent communication skills (verbal and written) and is a natural storyteller
- Entrepreneurial spirit and willing to learn something new every day
- Proactive, learning mindset - ability to work in a fast paced, changing environment and work to solutions in unfamiliar situations
- Willing to take on any tasks to work alongside the team and achieve goals – from daily operations to strategic planning and everything in between
- Self-motivated, extremely well organized and able to manage a multitude of tasks and determine priorities while maintaining attention to detail

What we offer

- Competitive Salary
- Health & Dental benefits
- Training and development opportunities
- Dining & Discount perks
- A dynamic culture that encourages and rewards the entrepreneurial spirit

To Apply:

Submit a cover letter & resume to careers@shorefast.org, subject line “**Partner Relations and Business Development Lead**”

Deadline for Applications: **UNTIL FILLED**. We are grateful for all applications but only those selected for an interview will be contacted.

Questions about this position may be directed to: careers@shorefast.org

About Shorefast: www.shorefast.org | www.fogoislandinn.ca | www.fogoislandworkshops.ca | www.fogoislandfish.ca | www.fogoislandarts.ca

About Shorefast & Fogo Island: [Strange and Familiar](#)