



### **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 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**

As **Specialist, Social and Content**, 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 positioning through the production of content for social channels and internal platforms. The position is based on Fogo Island so as to be able to create content based on the ebb and flow of the island's life, events, activities, seasons, etc. 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 Island's favourite ice cream place, Growlers.

As a member of the Content team, you will contribute copy, photography, video clips and ideas to continuously elevate our social and digital content strategy and other forms of external communication. The position may also support the Media Relations strategy, acting as an onsite contact during media stays, as well as photo/video shoots.

### **What You'll Do**

- Reporting to the Lead, Social and Content, you will support the planning and creation of content (copywriting and visual assets) for digital and traditional communications channels reaching external audiences and stakeholders (social media, websites, email newsletters, collateral, and more).
- Contribute fresh, on-brand 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.
- 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.
- Be accountable for the administration of the media assets library, ensuring new assets are uploaded and properly tagged, archiving older content, and generally acting as the primary contact for our image assets for other stakeholders in the organization.
- Community management of social media channel channels and review sites: monitoring comments, responding when applicable, flagging potentially negative engagement and managing spam.
- Act as backup for the organization's Webmaster (would be an asset but not essential to the job)
- Pitching in and helping with all the other marketing and PR initiatives as needed

### **Qualifications you'll bring.**

- Minimum education of a Bachelor or equivalent relevant certification.
- At least three years experience in a relevant field.
- Certifications in communications, marketing, design and/or relevant fields
- Copywriting, photography, videography, editing, general digital content production skills and abilities.
- Community-minded, social, organized and capable of multi-tasking.
- Specialized knowledge in digital marketing, social media marketing, photography and video editing.

### **What we offer**

- Competitive Salary
- Health & Dental benefits
- Housing assistance
- Monthly cellphone allowance
- 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](mailto:careers@shorefast.org), subject line "**Specialist, Social and Content.**"

Deadline for Applications: **Tuesday, May 30th, 2023, 4:30pm NST or 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](mailto:careers@shorefast.org)

About Shorefast: [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)

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