



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

As Coordinator, Sales Support, you will be an integral member of Fogo Island Inn's Sales, Marketing, and Communications Team, reporting to the Director, Sales & Partnerships. The primary focus of this role is to support and contribute to the organization's Sales Strategy and to work collaboratively with the team to help facilitate sales efforts.

What You'll Do

- Maintain and develop a prospect, lead, and contact database (SalesForce)
- Monitor annual Sales & Marketing Plan, and assist in tracking and reporting on sales metrics
- Keep the Sales & Marketing Calendar up-to-date with activities and events
- Assist with arrangements for tradeshow, sales travels, and other events as required
- Assist in managing expenses, invoice tracking, and the departmental budget
- Field requests for familiarity trips for travel advisors, meeting planners, and others, and provide recommendations on viability
- Contribute to a communications plan for travel partner portals, and upload regular updates to those websites
- Responsible for department-identified special amenities program for VIP guests
- Assist with data entry and cross-referencing in SalesForce, and creation of new contacts as required
- Support the Sales, Marketing, and Communications Team with generating reports, documentation, and collateral sourcing as required
- In conjunction with the Sales Team: solicit, negotiate, and confirm new and repeat business through various efforts (outside sales calls, marketing, direct mail, referrals, site inspections, tours, networking, conferences, etc.)
- Provide administrative support to the Sales, Marketing, and Communications Team
- Maintain positive relations with all Guests, Vendors, Colleagues, and Global Sales Offices within respective markets
- Liaise and attend meetings or Inn-related functions as necessary to perform duties
- Perform other functions as required and directed
- Hours of work may vary based on the business demands

Qualifications you'll bring

- Diploma program or bachelor's degree with specialty in Hospitality
- 2+ years experience in hospitality / travel & tourism
- Possess excellent communication skills (verbal and written)
- Self-motivated, extremely well organized and able to manage a multitude of tasks and determine priorities while maintaining attention to detail
- Willing to take on any tasks to work alongside the team and achieve goals
- Proactive, learning mindset - ability to work in a fast paced, changing environment and work to solutions in unfamiliar situations
- Proficient in using Microsoft Office Suite, and Adobe Suite
- Experience working with a CRM (SalesForce preferred)
- Experience working with a PMS (IQWare preferred)
- Valid Driver's License required

What we offer

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

To Apply:

Submit a cover letter & resume to careers@shorefast.org, subject line “Coordinator, Sales Support”

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](#)