

## 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 **Sales & Marketing Coordinator**, you will be an integral member of Fogo Island Inn's Sales, Marketing, and Communications Team, reporting to the VP, Sales & Marketing. 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

- Support the Sales, Marketing, and Communications Team with generating reports, documentation, and optimizing marketing opportunities with all segments
- 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
- Field requests, plan, and execute events and familiarity trips for travel advisors, media stays, photo/film shoots, meeting planners, and others as required
- Contribute to a communications plan for travel partner portals, and upload regular updates to those websites
- 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
- Responsible for department-identified special amenities program for VIP guests
- Maintain and grow Salesforce and Mailchimp databases
- Support the analysis of e-mail campaigns and social performance
- Contribute fresh and current ideas to the organization-wide Content Calendar, generating opportunities for cross-promotion across entities
- Act as the backup for the organization's Webmaster
- Assist with arrangements for tradeshow, sales travels, and other events as required
- Assist in managing expenses, invoice tracking, and the departmental budget
- Pitch in and help with all the other sales, marketing, and PR initiatives as needed
- Hours of work may vary based on the business demands

## Qualifications you'll bring

- Post-secondary diploma or bachelor's degree (required)
- 2+ years experience in sales/marketing and/or hospitality/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](mailto:careers@shorefast.org), subject line “Sales & Marketing Administrative Coordinator”

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](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](#)