

Shorefast

About the Role

Title: Team Lead, Marketing (Parental Leave)

Team: Sales & Marketing

Term: Parental Leave Replacement – 18 months

Location: Toronto, ON (hybrid)

Who We Are

Shorefast is one of the largest social enterprise organizations in Canada, and our projects on Fogo Island, NL have garnered significant international interest including a feature on [60 Minutes](#) and in The New York Times' [52 Places for a Changed World](#).

Shorefast works to test, learn, and share economic development practices that activate the assets of local places; we envision a world of prosperous economies that serve people, nature, and culture.

Learn more about us: shorefast.org

The Opportunity

We are looking for a candidate who is a creative thinker and a results-driven individual who can excel in a fast-paced and challenging start-up environment. The Team Lead, Marketing (Parental Leave) will focus on managing marketing campaigns for Fogo Island Inn, Fogo Island Workshops, Fogo Island Fish, and Fogo Island Arts. Reporting to the Chief Marketing Officer, this position will be responsible for planning and executing events and familiarization trips, which encompasses media stays and film shoots.

What You'll Do

- Conducting proactive and reactive media relations in Canada, the US and globally
- Managing the organization's PR partners, including optimizing the opportunities with Relais & Chateaux's PR Agency, J-PR by submitting weekly pitches (as relevant) to their media leads
- Overseeing the Marketing Communications team in developing content for organization-wide social channels, newsletters, and digital platforms and identifying opportunities for internal and external collaborations
- Providing guidance and leadership to the organization's content producers, writers, and web developers for social media and overall digital strategy
- Building and nurturing relationships with travel and marketing partners for sales, cross-promotion, and programming
- Overseeing the deployment and analysis of e-mail campaigns and maintaining and growing Mailchimp databases and audiences
- Overseeing the development and production of print and digital promotional material for internal and external purposes, including for guests, clients, travel agents, partners, and media

Qualifications and Experience

- 7+ years of progressive experience in a marketing communications capacity
- Bachelor's Degree in Communications, Marketing, or related field and/or equivalent experience
- Experience in high-end hospitality and luxury goods an asset
- Solid business acumen and strategic business sense
- Excellent creative problem-solving skills
- Artful, with basic graphic design notions and strong aesthetics
- Exceptional storyteller; strong written and verbal communicator and keen understanding of storytelling through digital content

- Extremely organized and attentive to detail
- Ability to work remotely, and willing to travel (driver's permit a must)
- Fluency with Microsoft Office Suite, Mailchimp, and Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- A passion and affinity for small communities and community enterprises
- Sensitivity to the culture and history of outport Newfoundland & Labrador

What We Offer

- Competitive salary
- Health and dental benefits, along with access to an employee assistance program for mental health support and work/life services
- Team member discounts within our businesses (Fogo Island Inn and Fogo Island Workshops)
- Monthly cellphone plan
- An engaged, highly supportive, and collaborative environment that encourages creativity and curiosity
- The opportunity to work in a thriving social enterprise
- Continued learning and professional development training

To Apply

Please submit a cover letter and resume to careers@shorefast.org, with the subject line "Team Lead, Marketing (Parental Leave)". Questions about this position may also be directed here.

Deadline for Applications: Until filled.

We are grateful for all applications, but only those selected for an interview will be contacted.

At Shorefast, we endeavour to foster an accessible work environment and to ensure all in our care feel safe and valued. Please reach out if there is anything we can do to accommodate a more accessible or inclusive application process.