

Shorefast

About the Role

Title: Coordinator, Social & Content

Team: Communications

Location: Fogo Island, NL, Canada

Who We Are

Shorefast is one of North America's most creative and notable social enterprises and the charitable organization behind the world-renowned Fogo Island Inn, Fogo Island Workshops, Fogo Island Fish, and Fogo Island Arts. Our work has garnered significant international interest including a feature on **60 Minutes** and in The New York Times' **52 Places for a Changed World**. The mission of Shorefast is to build, learn, and share economic development practices that catalyse the assets of local places, starting with Fogo Island.

Learn more about us: shorefast.org

The Opportunity

As **Coordinator, Social & Content**, you will be an integral member of the organization's 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 media and marketing campaigns, as well as internal channels. This full time-permanent position is based on Fogo Island. In this role you will write and capture visual content about Shorefast's work, as well as the island's nature, culture, and community.

The role's scope covers all entities under Shorefast, with a focus on Shorefast's charitable programs, including [The Shorefast Network for Place-Based Economies](#) and [Fogo Island Arts](#). The role will also capture content for Shorefast's social businesses including [Fogo Island Inn](#), [Fogo Island Workshops](#), [Fogo Island Fish](#), Growlers Ice Cream, and The Storehouse Restaurant.

What You'll Do

Reporting to the **Manager, Content & Communications**, the position will support the planning and creation of content (copywriting and visual assets) for digital and traditional communications channels reaching external and internal audiences and stakeholders (social media, websites, email newsletters, collateral, and more).

- Manage multiple social media accounts, including content creation and scheduling of posts
- Capturing and editing photo and video content for all Shorefast charitable programs and community businesses
- Contributing ideas to continuously elevate Shorefast's social and digital content strategy and other forms of external communication
- Supporting in the development of new marketing materials, such as brochures, community posters, and other promotional collateral
- Accountable for the administration of Shorefast's media assets library, ensuring new assets are uploaded and properly tagged, archiving older content, and generally acting as the primary contact for our image and video assets for internal and external stakeholders
- Community management of social media channels and other digital listings: monitoring comments, responding when applicable, flagging potentially negative engagement, and managing spam
- Supporting the deployment and creation of email newsletters for entities, as necessary
- Staying current with industry trends and best practices to inform marketing strategy and tactics
- Supporting Media Relations, sometimes acting as an onsite contact during media stays, as well as photo/video shoots
- Pitching in and helping with all the other marketing and PR initiatives as needed

Qualifications and Experience

- Bachelor's Degree in Communications, Marketing, Journalism, or related field and/or equivalent experience
- Passionate digital storyteller who can write compelling copy and capture high-quality videos and photos

- Experience or affinity with hospitality, arts, and design is preferred
- Experience managing social media accounts and developing content across various channels
- Ability to work independently, with strong organizational and project coordination skills
- Basic design skills or strong aesthetic sense
- Clear, effective communicator with excellent grammar, punctuation, proofreading, and spelling skills
- Exceptional project management
- Working knowledge or experience with the following (or similar) programs are an asset: Mailchimp, Canva, Adobe Creative Suite, Buffer, WordPress

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)
- Housing and relocation assistance
- The technology necessary to complete your work
- Access to an employee work-out room, to support personal well-being
- 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 “**Coordinator, Social & Content**”; 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.