



About the Role

Title: Communications and Public Affairs Officer

Team: Sales & Marketing

Location: Hybrid/Remote [Fogo Island(NL), Toronto, Ottawa]

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 and fgoislandinn.ca

The Opportunity

The Communications and Public Affairs Officer will play a key role in driving external awareness, engagement, and affinity for Shorefast primarily, while ensuring consideration for its ecosystem of entities. The ideal fit for this role is someone who thinks holistically and strategically, while being hands-on and skilled at executing plans into effective campaigns and tactics that meet the organization's goals.

The ideal candidate works well in an integrated and matrixed organization, is at ease operating across teams and functions and with a flexible structure that adapts to shifting priorities. The role reports to the Chief Marketing Officer, while working closely with senior leads across Shorefast's programs on strategic communications stewardship.

Success is defined by work which always champions place-based economies, develops and nurtures relationships between key stakeholders across sectors, and by elevating awareness and affinity for Shorefast, its mission and all its entities.

What You'll Do

- Develop and execute an integrated marketing communications strategy that drives visibility and reputation for Shorefast, its leaders and its work, including a dedicated strategy for the *Shorefast Institute for Place-Based Economies*.
- Content Creation: Responsible for driving the editorial direction of content for Shorefast and related programs, for various platforms, including but not limited to: social media, newsletters, government memos, fundraising materials, website, etc. Working closely with the Content Team, the role provides content ideas, briefs and drafts and is accountable for ensuring Shorefast's activities 'out in the world' are reflected in the organization's external marketing.
- Stakeholder Relations & Communication: Build and maintain strategic relationships with key stakeholders, including community leaders, partner organizations, government, media, and friends of Shorefast.
- Help guide the calibration of Shorefast's external communications, so it considers the charity's varied audiences: employees, the Fogo Island community, philanthropists, patrons, supporters, partners, government, etc.
- Monitor and analyze public and media sentiment and perceptions and adjust strategies accordingly to enhance our reputation and impact.

Corporate Communications & Public Relations:

- Support the Thought Leadership strategy development and execution, which includes managing public engagements and media requests for Shorefast executives, ensuring a consistent and impactful narrative. This includes vetting requests for speaking engagements and media interviews, liaising with partner organizations around communications needs, cross-promotional communication campaigns, developing briefs for our spokespeople for panels and interviews, planning for collateral and presence at special events, etc.
- Craft and evolve key messages, factsheets, press releases, speaker presentations, and core organizational positioning documents.

General (as needed)

- Event management and support. Hosting media crews.
- Represent Shorefast at relevant industry events, conferences, and networking opportunities.

Qualifications and Experience

- 7-10 years of experience in corporate or marketing communications, public affairs, PR or related fields.
- Bachelor's degree in related field
- Exceptional communication skills, both written and verbal, with experience in content creation across multiple formats (webinars, podcasts, blogs, social media, etc.)
- Ability to collaborate cross-functionally and work closely with the Content Teams to align messaging and engagement initiatives.
- Strong project management skills with the ability to manage multiple initiatives simultaneously, under tight deadlines
- Excellent interpersonal and problem-solving skills
- Proven ability to build and maintain relationships with diverse stakeholders, including business, organizations, government, community groups, partners.
- Lived experience in rural communities, with a preference for Newfoundland is encouraged.
- Passion for community economic development.

Preferred Skills

- Direct experience in community economic development, social enterprises, or related field.

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 (if electing to move to Fogo Island, not required)
- The technology necessary to complete your work
- An engaged, highly supportive, and collaborative environment that encourages creativity and curiosity
- The opportunity to work in a thriving social enterprise

To Apply

Please submit a cover letter and resume to careers@shorefast.org, with the subject line “**Communications and Public Affairs Officer**”

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.