

Shorefast

About the Role

Title: Coordinator, Web & Digital

Team: Digital & Performance

Location: Remote — Ontario

Employment: Term/Contract, Full-time

Salary: \$45,000–\$50,000

Who We Are

Shorefast is one of the largest social enterprise organizations in Canada. 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 activate the assets of local places.

Through the newly established [Shorefast Institute for Place-based Economies](#), we share our learnings and engage with other enterprising communities to develop resources, tools, and opportunities that bring together the key pillars of society -- business, government, community, and philanthropy -- to advance economic development for more people in more places.

Learn more about us: shorefast.org

The Opportunity

We are looking for a candidate who is organized, detail-oriented, and comfortable managing multiple initiatives in a mission-driven environment. The Coordinator, Web & Digital will focus on maintaining and enhancing the digital presence of Shorefast and its entities, including Shorefast, Fogo Island Inn, Shorefast Institute, Fogo Island Arts, Fogo Island Workshops and other affiliated organizations. Reporting to the Senior Manager, Digital & Performance, this shared services position supports the digital ecosystem across all Shorefast entities.

You will work across multiple organizations, contributing to how we tell the stories of place, regenerative economic development and community impact to audiences around the world. The role requires someone comfortable managing multiple initiatives, coordinating with diverse teams and learning new tools, including emerging AI technologies. If you are passionate about using technology to amplify meaningful work and excited to grow your skills while making a tangible difference, this is an exceptional opportunity.

What You'll Do

- Build and maintain web content to support organizational initiatives and campaigns
- Maintain analytics reporting dashboard to track website, direct marketing, and social media performance
- Co-ordinate with digital, communications and other departments across Shorefast entities to ensure website copy and content is current, consistent, and reflects organizational priorities
- Stay current with digital marketing trends, tools and technologies, including AI-driven solutions
- Assist with on-going SEO and AI-SEO efforts across all websites
- Assist with organization and maintenance of digital assets stored on servers and digital asset management tools
- Regularly update WordPress plugins to ensure website functions are up to date
- Assist with other projects and initiatives as directed

Qualifications and Experience

- Two to three years of experience or an educational background in digital marketing, web design or a related field, with some familiarity in several of the following: WordPress, HTML, CSS, JavaScript, Google Analytics, Adobe Creative Suite, Canva
- Diploma or degree in new media production and design, digital marketing, or equivalent education and experience
- Strong attention to detail and commitment to producing high-quality work
- Self-directed with excellent organizational skills and the ability to manage workload effectively
- Knows when to ask for help and seeks guidance proactively
- Comfortable learning new tools and technologies, including AI-powered solutions
- Strong written communication skills with the ability to edit and refine content for clarity and impact
- Familiarity with project management systems such as Monday.com is an asset
- Valid Canadian driver's licence required
- Passion for social business and a desire to make a difference in people's lives and in the community
- Sensitivity to the history and culture of rural Newfoundland
- Collaborative and able to manage multiple stakeholders and priorities

What We Offer

- Competitive salary of \$45,000–\$50,000, commensurate with experience
- 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)

- The technology necessary to complete your work, along with a 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 "Coordinator, Web & Digital"; 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.