

The Opportunity

The award-winning Fogo Island Inn is currently seeking a Group Sales and Marketing Assistant

The successful candidate will become be an integral player in the continued success of new social enterprise opportunities on Fogo Island, strengthening the impact of social business in Canada and abroad.

Job Title: Group Sales and Marketing Assistant

Location: Toronto, ON

Job Brief

The Group Sales and Marketing Assistant will be an entry level position to assist in developing profitable group business and direct leisure sales by supporting and administering key sales operations: contracts; accounts payable; CRM database; auction request fulfillment; and other group sales and marketing efforts.

The role will also support and administer marketing activities in order to continue to position the Inn positively within its target markets and increase sales of room nights at Fogo Island Inn.

Key Responsibilities

Reporting to the Director of Marketing and Business Development;

- Responsible for monitoring the annual marketing plan and quarterly action plans.
- Assist in preparation of proposals, itineraries and contracts as required for direct, group, corporate and consortia accounts
- Preparation of all invoicing for group bookings
- Support sales team with sourcing of supporting documentation and collateral.
- Liaise and attend meetings or Inn functions necessary to perform duties
- Account for and oversee all marketing expenses incurred and manage department budget alongside accounting team.
- Update client and prospect database (SalesForce) as required.
- Uphold a monthly tally of all press and media coverage secured.
- Supervise and track all charitable requests and administer delivery of auction donations.
- Responsible for department identified VIP guest arrivals & amenity program.

Qualifications, skills and personal attributes

- Post secondary diploma or degree (College/ University)
- Excellent communication skills
- Must have valid Canadian driver's license
- Entrepreneurial spirit and willing to learn something new every day
- Positive, outgoing, ambitious, energetic and career oriented
- Extremely well organized and able to manage a multitude of tasks and priorities simultaneously
- Team player with a roll up your sleeves approach to getting the job done
- A desire to "Make a Difference" and make strategic investment in the growth of Social Business in Canada
- Excel in a fast paced and demanding start-up environment
- A passion for small communities
- High degree of confidentiality

Compensation and Benefits

- Competitive Salary and Benefits package
- Great organizational culture
- Opportunities to advance

About our Organization

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.

The Shorefast Group operate 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 Shorefast Foundation (federally registered Canadian charity) and Fogo Island Arts (contemporary art residency programme), alongside for-profit business ventures including Fogo Island Inn, Fogo Island Shop, Fogo Island Fish, and Community Host Services.

Social business is an emerging field in Canada, where for-profit economic activity directly contributes to positive social outcomes typically served by the non-profit community. Shorefast is a leader in this emerging space, creating not-just-for-profit businesses that maximize return on sacred capital (natural, social, cultural) alongside economic capital. The goal is to create a next generation economy of strong, resilient communities – a global network of deeply local places.

The successful candidate will join a committed team and help create business in service of community.

Contact Us

Please submit a cover letter and resume to marketing@fogoislandinn.ca using the subject line “**Group Sales and Marketing Assistant**”

Deadline for applications: November 9, 2018

For further information visit our websites:

www.fogoislandinn.ca | www.shorefast.org | www.fogoislandarts.ca | www.fogoislandshop.ca