

# HOLLYHOCK

**Position:** Cortes Campus Director

**Reports to:** CEO

**Start Date:** November 01, 2018.

**Hours & Location:** Full-time, Year-round, on Cortes Island, BC.

**Salary & Benefits:** The starting annual salary for this role is \$70,000. The salary is negotiable based on experience. Hollyhock offers a generous vacation and benefits package.

## ABOUT US

**Hollyhock exists to inspire, nourish, and support people making the world better.**

Hollyhock has been transforming North American society for over thirty-five years. From our humble beginnings in 1982 as a project of Greenpeace founders and human potential movement leaders, Hollyhock has catalyzed connection, personal growth, and progressive social change. Our main campus is located on Cortes Island, BC, and we also run programs in Vancouver and beyond.

## ABOUT THE ROLE

Going into our 37th season, we are looking to build on the world-class experience we offer on our Cortes Island Campus by adding a Cortes Campus Director to our leadership team. The Cortes Campus Director will report directly to the CEO and will be responsible for execution and delivery of 100+ programs, conferences, group bookings and other related services each year on Cortes. The role will lead our operations team to create an empowered campus staff team, providing a world-class experience to guests, and managing budgets while persistently pursuing new revenue.

## ABOUT YOU

You are ready for a challenge. You like a fast paced, thoughtful environment that will challenge you to be your best self. You love people even in the hardest moments. You are a natural leader and people really love to hear what you have to say. You can make tough decisions. You love to align around a strategic plan and shared goals. You have led teams (possibly in sales, hospitality, or other revenue driven, customer facing roles) and can really manage a budget. You love getting stage time and can see opportunities for growth before other people can. You are a natural marketer, and love to watch sales and fundraising numbers go up. You love building new systems that engage people in better ways and you really get the role that technology can play in efficiency.

## KEY RESPONSIBILITIES

### Leadership

- Leads the Cortes Campus with vision, passion, and clarity
- Oversees the growth of Hollyhock Campus departments through careful development of departmental plans and strategies to effectively grow revenue

- Provides strong modern leadership with a focus on entrepreneurial spirit, team, and experimentation
- Relentlessly focused on identifying opportunities for growth and success
- Acts as a public face for Hollyhock throughout the season (public speaking at program and conference orientations, fundraising events, etc).
- Builds and maintains excellent relationships with the Hollyhock, Cortes, and indigenous communities.
- Part of Hollyhock's Senior Leadership Team with shared responsibility for all aspects of Hollyhock's success and mission

### **Finance and Business Development**

- Diligent, enthusiastic, and measured view of margins, trends, historical numbers in support of growth and reliable financial stewardship
- Work with Campus managers to build Cortes budgets and maintain healthy financial operations
- Support Program and Marketing departments to sell Hollyhock programs on Campus and on Cortes
- Provide a keen eye to increase Hollyhock revenue year after year (through analyzing data, best practices, systems)
- Works with the Development team to identify and implement onsite fundraising activities
- Builds partnerships on island and off island to improve the guest experience and revenue.
- Works with Program department to extend Hollyhock season with the goal of operating/running programs all year round.

### **People and Team**

- Builds and leads an empowered, supportive environment for all staff, maintaining a vibrant staff community culture of trust, respect, open communication and accountability.
- Provides coaching, mentorship, and support to all Campus managers.
- Recruits, hires and trains department managers as required.
- Write, review, and deploy all Hollyhock human resources policies and procedure in accordance with current human rights legislation
- First point of contact for all Hollyhock human resources complaints and concerns. Liaise with Hollyhock human resources consultant to make sure that all issues are handled in a timely, professional manner.
- Conducts annual performance reviews with each department manager.
- Leads staff retreats, celebrations and gatherings.

### **Campus Management**

- Innovates and implements ongoing facilities sustainability plan, ensuring campus developments align with Board vision.
- Plans and executes annual campus opening and closing.
- Responsible for overseeing all campus safety initiatives
- Annually proposes to CEO a recommended campus development plan, including tiered and prioritized capital expenditures.
- Conducts site inspections with Sustainability & Facilities Manager to ensure:
  - Ongoing assessment of facility areas need attention/upgrade/repair
  - Day-to-day maintenance and special projects are accomplished on schedule
  - Safety requirements are identified, met, prioritized and maintained
  - Property aesthetics are maintained in line with Hollyhock's vision

### **Other duties as assigned**

## QUALIFICATIONS

### Education

- Diploma or degree in business or hospitality management a strong asset

### Soft skills

- Modern leader of people with an eye to self-reflection and development
- Expert communicator with the power to motivate and inspire people
- Serious entrepreneurial streak with a flair for experimentation
- Ambitious, competent, and energetic
- Mission driven with a desire to leave things better than you found them

### Hard skills

- Minimum of five years hotel or retreat center management experience
- Food and beverage management experience
- Retail management experience
- Customer service background
- Strong understanding of issues regarding indigenous rights and reconciliation
- Very strong financial skill and knowledge with proven track record of revenue optimization and building and managing budgets based on margins, trends, historical numbers
- Strong technical skills and a flare for systems (experience with hotel and restaurant management systems is a STRONG asset)
- Experience with the modern internet (GSuite, Slack, Asana, video conferencing, social, CRMs)

## APPLY

This position is open until it is filled. We will be conducting rolling interviews, so if this seems like a position you would be perfect for, please get your application in as soon as possible.

To apply, please send the following to [odette@hollyhock.ca](mailto:odette@hollyhock.ca)

- LinkedIn Profile
- 200 word (max) cover letter
- Resume

The subject line of the e-mail should be "Campus Director - First Name Last Name" (e.g. if your name is Alex Bee, the subject line would be "Campus Director – Alex Bee").

*Hollyhock strives to create a fair and respectful environment that protects and promotes human rights. Hollyhock believes that a workforce that reflects the diversity of the communities we serve strengthens our ability to achieve our mission. We strongly encourage applicants of all genders, ethnic and cultural backgrounds, sexual orientations, abilities, and with a range of life experiences to apply.*