

HOLLYHOCK

Position: Social Innovation Conference Director

Reports to: Senior Director, Programs

Start Date: ASAP

Hours & Location: This full-time, year-round position is based in Vancouver, and will include travel up to Cortes Island at least four times a year.

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

For over 20 years, Hollyhock's renowned social innovation programs have been investing in human capital to resolve the leadership and creative deficits present in modern society. Unique, connective, and powerful, Hollyhock's conferences (Social Venture Institute, Social Change Institute, Media that Matters, Activate: digital leadership) fuse personal leadership with societal change. Our "alumni" have gone on to lead governments, social movements, successful mission-based businesses, and non-profit organizations. Hundreds of organizations have been dreamed up and executed out of our gatherings, and we are just getting started. Our programming is a carefully choreographed leadership lab that acts as an antidote to a fracturing society and a high-risk leadership deficit.

We are now looking hire a Social Innovation Conference Director with a clear mandate to build on our conference model by intentionally expanding and scaling our offering. In the last year, our conferences have grown organically both in number and in geographical region (Activate was launched on Cortes Island, and SVI grew to the Bay Area and to Alberta).

The Social Innovation Conference Director will report to the Senior Director, Programs and work with a cadre of conference producers and facilitators to:

1. Execute Hollyhock's current conference offerings (Activate, Social Venture Institute)
2. Intelligently reimagine previous offerings for relevance for current social context (Social Change Institute, Media that Matters)
3. Develop new conference offerings (Run for Office), and dream up the next big conference concept(s). The Director will also build out the model for off-campus conferences, with an eye to bringing Hollyhock conferences to new regions across Canada.

ABOUT YOU

You are connected and think big. You are always looking for the next opportunity and you have lots of hustle. You run in social innovation and social change circles and you understand that the world is political. You are experienced as a revenue accountable senior leader who knows your way around a budget and enjoys making business decisions. You are great at building partnerships even with unconventional partners, and you are an expert facilitator. You are a natural leader with an ability to deeply listen and bring people together around a common cause. You are not attached to ego and are just as comfortable being on stage as you are operating silently behind the scenes and uplifting others' voices. You are looking for your "next big thing" and you understand execution is everything. You feel comfortable in the halls of power and you have the resume to prove it. You can make tough decisions. You love to align around a strategic plan and shared goals 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. You are deeply educated in the key issues of our time, and understand the subtly, complexity, challenge, and importance of conversations around gender, race, class, reconciliation, culture, power, and privilege.

KEY RESPONSIBILITIES

Leadership

- Oversees the current execution and growth of Hollyhock social innovation conference business through careful development of departmental plans and strategies to effectively grow revenue and social mission
- Provides strong interest and subject matter expertise (what you don't know, you will happily learn) for all conferences
- Lead your team of contract producers and facilitators to execute Hollyhock's current conference offering and growth with a focus on entrepreneurial spirit, teamwork, and experimentation
- Acts as a public face for Hollyhock Conferences

Conference Execution and Development

- Constantly innovates (through analyzing data, best practices, systems) to increase conference revenue year over year
- Eye to societal trends and opportunities in the pursuit of increasing conference offering
- Works with (and identifies new) partners to bring Hollyhock conference model to new regions
- Works with the Senior Director, Programs to build connections between conferences and other programs
- Works with Communications team to promote conferences beyond current audience
- Works with Operations team to ensure guest experience at conferences is world class
- Works with third party travel providers to set-up travel partnerships to Cortes Island
- Actively engaged with Hollyhock Development team to identify conference sponsorship and new streams of funding

Financial Management

- Works closely with the Senior Director, Programs to ensure financial goals are met.
- Responsible for consistent, effective management of annual budgets and financial forecasts through revenue growth and expense management.

Other duties as assigned

QUALIFICATIONS

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 flare for experimentation
- Ambitious, competent, and energetic
- Mission driven with a desire to leave things better than you found them

Hard skills

- Minimum of 5 years working in social innovation and/or social change
- Skilled partnership builder and stakeholder manager
- Strong event management skills with a proven track record
- Expert facilitation skills
- Strong understanding of issues regarding indigenous rights and reconciliation
- Proven track record of growing revenue
- 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 the modern internet (GSuite, Slack, Asana, video conferencing, social media, 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

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

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