

HOLLYHOCK

Position: Program & Communications Coordinator

Reports to: Program Planning Manager (& Communications Manager)

Start Date: Feb or March 2021

Hours: Full-time, Year-Round

Location: Remote work (in lower mainland, Vancouver Island, or Gulf Islands), with occasional work on Cortes Island

Salary: \$42,000 per year plus benefits

ABOUT US

Hollyhock creates meaningful experiences to inspire personal growth and social transformation. We host programs, trainings, and signature programs each year on our Cortes Island campus, in Vancouver, and online; immersing our staff in a culture of connection, personal growth, and progressive social change.

We believe 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. Please feel free to state any aspects of your identity that may contribute to diversity in our workforce in your cover letter, so we can prioritize your application.

ABOUT THE ROLE

The Hollyhock program and communications teams are responsible for the curation and marketing of creative and innovative programming, both online and in-person on our Cortes campus and in Vancouver, BC.

You are a born organizer. You love to see ideas through to implementation, get excited about tracking details in Google Sheets, and if there's not a smooth process established, you want to create one! You enjoy being a behind-the-scenes logistics whiz, but also know when to step forward and take charge with confidence. You are a relationship-builder, skilled written communicator, who loves growing audiences and watching sales numbers go up. Once given a strategic direction, you are great at working independently. You thrive under multiple projects and deadlines, don't take stress on easily, and are always ready to learn. You care deeply about working with a team and culture that values openness, inclusiveness, collaboration, courage, and vulnerability.

KEY RESPONSIBILITIES

Program Planning

- Research thought leaders and topics for virtual and in-person programming
- Manage program submissions and first round of vetting
- Create and maintain a year-ahead planning calendar
- Collect presenter information and track administrative details
- Support planning for Hollyhock Signature Programs (Social Venture Institute, Activate: Digital Leadership, Run for Office) with planning and administrative tasks

Digital Marketing

- Under the guidance of the Communications Manager, work with program presenters and signature program producers to craft and execute marketing plans
- Track registration stats and make recommendations for areas of focus
- Support website tasks such as drafting new webpages, blog posts, and online program pages (Wordpress and Retreat Guru Booking Software)
- Draft and proof email campaigns, manage email lists, and track campaign analytics (Mailchimp)
- Manage social media (Facebook, Instagram Twitter), including creating and executing a social media calendar, sourcing and developing original content
- Additional digital marketing tasks, such as managing feeder sites, ads, and analytics may be included

Program Communications & Production

- Be a first point of contact for presenters
- Craft email templates for communication with participants
- Coordinate with Guest Services team on registration process and guest inquiries
- Respond to signature programming queries from speakers, participants, and scholarship recipients
- Roll information over to Program Operations team on Cortes Island for onsite program delivery
- Support production-related tasks and coordination for virtual and signature programs

Program Administration

- Draft and track presenter contracts
- Support non-domestic presenters with tax-related documentation
- Compile presenter and program feedback for evaluation and reporting

QUALIFICATIONS

- Tracking, codifying, collecting, managing, and analyzing details is one of your favourite things to do
 - Confident juggler of multiple projects and tasks, with composure
 - Creative and entrepreneurial spirit, quick thinker and easy adaptor to ever-changing environment
 - Shows good judgment and intuition in situations that may not have a clear solution
 - Natural and direct communicator, excellent written and verbal communication skills
 - Graceful at wrangling responses from hard-to-reach people with demanding schedules
 - Adept at handling tricky circumstances or challenging conversations
 - Relationship-first, service-oriented approach - not shy to go above and beyond, but also knows when to say no
 - Supportive team player
 - Thrives in a culture built on distributed leadership, accountability, equity, and delivering an exceptional program experience
 - Data-driven mindset and technologically inclined (will be using platforms such as google suite, wordpress, asana, slack, mailchimp, mixmax, zoom, facebook for business. A basic knowledge of html is helpful but can be learned on the job)
 - Experience with event planning and production an asset
 - Experience with digital marketing, analytics, and writing an asset
 - Well versed in the wellness industry and progressive social justice movements
 - Available to work occasional flex hours (e.g. evenings/weekends)
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APPLY

This position is open until it is filled. Please submit your application as soon as possible. Interviews will start early February 2021 with a targeted start date of Feb/Mar 2021.

Apply by emailing kk@hollyhock.ca with your resume and cover letter. Only short-listed candidates will be contacted.