

HOLLYHOCK

Position: Marketing Manager

Reports to: CEO

Supervises: Communications Coordinator

Start Date: ASAP

Hours and Location: Full-time, Year-Round, Remote or Full Time on Cortes Island

Salary: \$60,000 - \$65,000 based on experience, plus benefits including health, dental, professional development, sick days, time on Cortes Island.

ABOUT US

Hollyhock creates meaningful experiences to inspire personal growth and social transformation. We host over 100 programs each year, immersing our staff in a culture of connection, personal growth, and progressive social change.

Our oceanfront Cortes Island campus rests in the traditional territories of the Klahoose, Tla'amin, Homalco Nations; and as the current stewards of this land, we are committed to renewing our relationships with these First Nations peoples. Our campus boasts rustic accommodations, vegetarian buffet meals with local seafood, yoga, bodywork, a world-famous garden, hot tubs, and network of nature trails through towering cedar and douglas fir trees. Hollyhock staff receive discounts on all of our services and meals, and the opportunity to experience a complimentary Hollyhock program.

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 Marketing Manager plays a central role at our organization. Working in partnership with our program team and our guest services team, the Marketing Manager is responsible for promoting our annual suite of programs for personal growth and social transformation. The role is a blend of artistic creativity, strong attention to detail, a flair for experimentation, people skill magic, and sales.

Here is the job:

- Build and oversee annual marketing plans that align with the social and financial goals of the organization (as articulated in our Strategic Plan)

- Work with our Program Team and Guest Services Team to set and achieve ambitious monthly, quarterly and annual sales plans
 - Work with our cadre of program presenters to build innovative campaigns that match the needs of our customer base
 - Identify and analyze sector trends, opportunities, and partnerships
 - Work with our Guest Services team to communicate and execute sales strategy using frequent, clear communication
 - Conduct Marketing meetings and supervise Communications Coordinator
 - Manage our E-mail marketing calendar and content including integrating fundraising campaigns
 - Manage website updates and development
 - Manage production and distribution of print materials (may include annual catalogue, as well as travel brochures and maps)
 - Collaborate with Store and Campus Departments on promotional strategies
 - Manage lead generation projects (such as website traffic driving tactics, email capture, contests, events, etc)
 - Manage social media and digital advertising strategy
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ABOUT YOU

- You have strong alignment with Hollyhock's Vision and Mission
 - You have a proven track record of marketing success (preferably in Social Innovation, Wellness, or Hospitality)
 - You've had hands-on experience building and leading a marketing team and you are excited about it.
 - You are a creative with a focus on results or a data person with a creative flair
 - You can point to several experiences meeting and even exceeding marketing and sales goals
 - You can zoom in and zoom out when it comes to marketing and sales strategy; your decisions always reflect the big picture vision and direction
 - Building relationships and rapport through collaboration and moving your team and partners towards success is a part of what makes you tick and thrive in the workplace
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APPLY

Please apply by sending your resume and cover letter to: pamela@hollyhock.ca

This position is open until it is filled. Please get your application in as soon as possible. Only short-listed candidates will be contacted.