

HOLLYHOCK

Position: Producer, Activate

Reports to: Social Innovation Manager

Start Date: Q1 2022, ideally late January or early February

Contract Period: January/February - Jun 30, 2022

Location: Remote, with June 8 - 12 on Cortes Island

Compensation range: \$12,500 - \$15,000 CAD

ABOUT HOLLYHOCK

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 and online, immersing our staff in a culture of connection, personal growth, and progressive social change. Hollyhock sits on the traditional and ancestral territory of the Klahoose, Tla'amin and Homalco nations.

We believe that contractors who reflect 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 ACTIVATE

Activate is a 4-day conference that exists to support progressive change-makers in leveling up with the digital hard-skills needed to reach their goals. The sharpest digital minds from political and advocacy campaigns, creative agencies, and causes gather for tangible skills training in digital tactics and leadership. Attendees gain clarity on how to intelligently activate their organization from the inside, and crack the code to engaging their target audience to win campaigns, raise money, and hit goals.

Activate is for progressives: Social democrats, labour unions, political parties, advocacy organizations and non-profits, agencies and technologists, communicators, organizers and campaigners.

Activate is booked to run on Cortes Island from June 8 - 12.

ABOUT THE ROLE

Responsible for content development, planning, marketing, participant recruitment and implementation of Activate at Hollyhock, on Cortes Island. Reporting to the Social Innovation Manager.

You are a born organizer who can navigate between the big picture and the details. You love bringing people together around conversations that matter. You have your finger on the pulse of digital activism – you hold many relationships in the field and are knowledgeable about current trends and hot topics. You are a strong communicator, who can pitch big name speakers as well as coordinate details with Hollyhock’s in-house staff. You are adaptable to changing circumstances and have a vision for online programming components. You have a Justice, Equity, Diversity, Inclusion lens and know how to design an experience with those values at the core.

KEY RESPONSIBILITIES

Project Management

- Lead Planning meetings with Steering Committee and coordinate calls/meetings and necessary follow-up
- Communicate and coordinate across internal Hollyhock departments
- Create a Production Schedule for the event and coordinate with Hollyhock departments to ensure smooth event production
- Following the event, distribute participant feedback and host debrief sessions with the Steering Committee and Hollyhock staff
- Accountable for meeting expenses and tuition revenue targets in a Budget provided by Hollyhock; track spending and send invoices and receipts to Finance Administrator
- Be prepared to pivot to a virtual delivery model in the event that COVID-19 prevents in-person gatherings

Programming

- Develop Activate program content within a framework provided by Hollyhock
- Work closely with the Steering Committee of Industry Experts to identify sponsors, speakers, and potential attendees
- Recruit leading edge speakers/presenters and act as their first point of contact for content and logistics
- Create facilitation schedule with support from Social Innovation Manager
- Identify and design online programming opportunities

Marketing

- Collaborate with Communications Manager to create a marketing strategy and plan
- Write key messaging
- Collaborate with Communications Manager to create and distribute a media kit for sponsors & partners to distribute
- Draft promotional newsletters and other promotional materials
- Oversee social media content produced and distributed by the Hollyhock Communications team
- Execute a strategy to best capture conference content so that it may reach an audience beyond attendees

Participants

- Responsible for meeting registration targets and recruiting potential participants

- Review and approve participant applications with input from the steering committee
- Make recommendations for scholarship recipients
- Respond to enquiries about program content.
- Send pre-program information to participants, including agenda updates, travel info, and program information
- Send follow-up emails to participants including additional resources, contact information, and requesting feedback

Sponsorship

- Communicate with sponsors about programming and create for opportunities for their participation
- Coordinate with Guest Services to facilitate registration and accommodation for sponsors
- In collaboration with the Fundraising Team, contribute to a written sponsor report at the end of the gathering

QUALIFICATIONS

- Industry experience: tapped into current trends/topics and holds relationships within the industry (e.g. digital activism and campaign organizing)
- Experience with event planning and production
- Ability to communicate program content to recruit participants. Marketing experience is an asset.
- Compelling and clear communicator in multiple settings: one-on-one pitching, remote digital communication, and public speaking
- Experienced with digital tools including Asana, Slack, and Google Docs.
- Knowledgeable regarding and committed to justice, equity, diversity, and inclusion
- Available to work at a greater intensity in the 4 weeks leading up to the gathering and available to be on Cortes Island June 8 - 12, 2022

APPLY

This position is open until it is filled. Please submit your application as soon as possible. Interviews will start January 2022 with a targeted start date of late January/early February 2022.

Apply by emailing laurel@hollyhock.ca with your resume and cover letter.

Only short-listed candidates will be contacted.