

HOLLYHOCK

Position: Producer, Climate for Change
Reports to: Social Innovation Manager
Start Date: Q1 2022, ideally late January or early February
Contract Period: Jan/Feb - July 8, 2022
Location: Remote, and on Cortes Island June 22 - 26
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 CLIMATE FOR CHANGE

Climate for Change is a powerful retreat, strategy session, and skills training designed for people advocating for a safe and just climate future. This conference is open to all climate activists who are seeking a community of practice and a chance to connect and collaborate with other activists. Participants will convene for skill-building through strategic conversations, case studies, and collaborative problem-solving – with plenty of intentional rest and renewal time as well.

The Climate for Change program supports deep community-building, while developing knowledge and skills for a just transition – including tools for campaign strategizing, working across difference, impactful intersectional strategies, fundraising, engagement organizing, social media, designing an Indigenous rights-based approach, and effective leadership.

Together we will co-create strategies for equitable social movements, campaigns to keep fossil fuels in the ground, and accelerate public policies for the just transition of our energy systems.

Climate for Change is booked to run on Cortes Island from June 22 - 26, 2022.

ABOUT THE ROLE

Responsible for content development, planning, marketing, participant recruitment and implementation of Climate for Change 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 climate action. 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, facilitated by Social Innovation Manager
- 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 expense 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 Climate for Change 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
- Identify and design online programming opportunities

Marketing

- Collaborate with Communications Manager to create a marketing strategy and plan
- Write key messaging
- Create and distribute a media kit for sponsors & partners to distribute
- Draft promotional newsletters and other promotional materials
- Create social media template and oversee social media content produced and distributed by the Program Coordinator

- Execute 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 inquiries 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

- Introduce sponsorship leads to Fundraising Team
- 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. climate advocacy and activism)
- 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
- Skilled with digital tools including Asana, Slack, and Google Docs. Experience with online learning platforms is a plus.
- Adept at handling tricky circumstances or challenging conversations
- Thrives in a culture built on distributed leadership, accountability, equity, and delivering an exceptional program experience
- Available to work at a greater intensity in the 4 weeks leading up to the gathering and available to be onsite on June 22 - 26.

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 2022 or early February.

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

Only short-listed candidates will be contacted.