

HOLLYHOCK

Position: Lead Producer, Social Venture Institute

Reports to: Chief Product Officer

Start Date: July 2022-Aug 2022

Term: Full time 1 year agreement with possibility of extension to permanent.

Location: Remote - work from home, with in person delivery on Cortes Island during program dates

Compensation:

\$52,000-\$65,000 depending on experience

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 and online; immersing our staff in a culture of connection, personal growth, and progressive social change.

We believe that employees 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 SOCIAL VENTURE INSTITUTE

For more than 25 years, Social Venture Institute (SVI) has been hosting gatherings of socially-minded CEOs, entrepreneurs, changemakers and investors. Our thoughtfully-curated, joy-filled gatherings are unlike any conference you've ever attended. They offer deep human connection, experiential learning and personal growth.

Our alumni have created and scaled ground-breaking enterprises, solopreneurships and movements aligned with humanity and the planet. We believe to create the significant change that's needed in the world, change-minded people need to come together in trusting spaces to share ideas, resources and inspiration. Done right, business can be a meaningful force for good.

ABOUT THE ROLE

Responsible for content development, planning, marketing, participant recruitment and implementation of our Portfolio Programs:

- SVI Hollyhock: Sept 21 - 25, 2022 (annually in late September) on Cortes Island
- SVI Women: April 2022 (annually in spring) virtual
- SVI 365: Bi-monthly 90 minute events virtual

Also for supporting the development and execution of:

- All other SVI partnership events across North America for 2023 and beyond

- SVI virtual events and expansion community online

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 social entrepreneurship: You are networked and hold many relationships in the entrepreneurial ecosystem 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 Producer Team and coordinate calls/meetings and necessary follow-up for all the SVI events
- Create a Production Schedule for the event and coordinate with Hollyhock departments to ensure smooth and successful event production ensuring enrollment from all stakeholders
- 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

Programming

- Develop SVI 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 Marketing Manager to create a marketing strategy, workback schedule and plan, including mail campaigns, social media, and other channels
 - Ensure SVI event websites are compelling and up to date with program content
 - Draft promotional newsletters and other promotional materials
- Execute strategy to best capture conference content so that it may reach an audience beyond attendees

Participants

- Responsible for delivering registration targets and revenue
- Review and approve participant applications with input from the steering committee

- Make recommendations for scholarship recipients
- Respond to enquiries about program content.
- Responsible for overall participant experience for length of engagement:
 - 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
 - Develop sponsorship relationships and secure fund alongside fundraising and Hollyhock leadership
 - 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
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QUALIFICATIONS

- Industry Experience: Tapped in to current trends/topics and holds relationships within the entrepreneur and investor ecosystem
 - Experience with event planning and production and overall guest experience
 - 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.
 - High emotional intelligence and solution and service oriented
 - 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 8 weeks leading up to SVI gatherings
 - Available to be onsite on Cortes Island September 21 - 25, 2022 and to work virtually for SVI Women in the spring (dates TBC)
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APPLY

This position is open until it is filled. Please submit your application as soon as possible. Interviews will start June 2022 with a targeted start date of July 2022.

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

Only short-listed candidates will be contacted.