

**Request for Expression of Interest
Individual Contractor or Agency – Virtual Business Lead
Issue Date: October 14, 2022**

Hollyhock is seeking an individual contractor or agency to fill the role of Virtual Business Lead for a six-month term. The Virtual Business Lead will be responsible for developing and leading our virtual business unit for the period of their contract. This is a remote position that will report to the Chief Product Officer. See below for more information about the project, qualifications, and how to submit a proposal.

Delivery of Proposals

Proposals must be submitted in PDF format to the following link. Applications will be accepted until the position is filled. Please apply [HERE](#).

About the Organization

Hollyhock's mission is to create meaningful experiences to inspire personal growth and social transformation. We host a variety of programs and training each year on our Cortes Island campus and online, immersing our staff in a culture of connection, personal growth, and progressive social change.

About the Project

The Virtual Business Lead will be an individual contractor or agency responsible for developing and leading our virtual business unit. This position requires a senior entrepreneurial leader with a strong capacity to use lean start-up, agile, or other business methods to plan, implement, and develop the early growth of a new enterprise. This position requires a strong understanding of digital technology and metrics for success in a digital business. Our ideal candidate is a leader who can build and work across diverse teams.

Hollyhock will be expecting exclusivity in virtual business development for its market area. The Business Development Lead is allowed to represent another brand provided that the other representation relationships are disclosed and do not conflict with Hollyhock's business objectives.

The term of the contract will be for six (6) months with possible opportunity to extend.

Key Responsibilities:

- Align the business unit vision and strategy with Hollyhock's overall vision and mission.
- Implement and oversee fundraising, finance, and operational strategy.
- Leverage current and build new content relationships for virtual programming.

- Translate strategy into actionable goals for performance and growth, help implement unit-wide goal setting, performance management, and annual operation planning.
- Analyze and enhance internal operations with the ability to lead change management.
- Aggressively manage expenses to ensure the unit achieves targets are achieved.
- Monitor and track performance, prepare detailed current and forecasted reports.
- Oversee contract negotiation and other legal activities.
- Interface with technical and IT operations to ensure appropriate systems are in place.

Qualifications

- 5+ years' experience in a strategic executive role in a consumer-facing business, technology company, digital marketing agency, or online education institution.
- Significant experience with business strategy, content, and communications.
- Experience using metrics, KPIs, and data-driven approaches to solving problems.
- Strong understanding of online service design, launch strategies and digital commerce challenges including systems, platforms, and patterns.
- Holistic thinker who understands the connection between dependent and independent variables and has the ability to approach business from a creative growth point of view.
- Strong leadership and teamwork skills.
- Relationships with high-profile faculty, speakers, and facilitators are an asset.

Request for Expression of Interest Requirements

A submission for this Request for Expression of Interest can be in the form of a resume with a list of references. The submission must outline how experience and expertise meet the key responsibilities and show proven success in developing and leading virtual business growth.

The submission should also include:

- expected fees and expenses
- hours of work
- key performance indicators to measure success

Interview

Applicants who have been shortlisted by Hollyhock after evaluating their proposal will be invited for an interview.

Request for Expression of Interest Acceptance and Rejection

- Submissions received after the specified time on the closing date will be rejected.

- Submissions that do not meet a minimum level of quality against the requirements will not be considered.
- Hollyhock may disqualify submissions that are incomplete.
- Hollyhock reserves the right to:
 - Award the Request for Expression of Interest, in part or in whole, to one or more applicants;
 - Accept or reject any or all submissions, and waive irregularities and informalities at its discretion; and,
 - Withdraw the request for information.
- By submitting a proposal, the Proponent waives any right to contest in any legal proceeding or action the right of Hollyhock to award the contract to whomever it chooses, in its sole discretion, and for whatever reasons Hollyhock deems appropriate.