

HOLLYHOCK

Position: Digital and Social Content Coordinator

Reports to: Digital and Brand Strategy Lead

Start Date: June 2024

Hours and Location: 35 hours/week, Seasonal (June - Sept 2nd, 2024), on Cortes Island

Starting Wage: \$19/hour

ABOUT US

Hollyhock exists to inspire, nourish, and support people who are making the world better. We host over 100 personal and professional development 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, and Homalco Nations; we are committed to renewing and improving our relationships with these First Nations peoples.

Our campus boasts rustic accommodations, seasonal meals, yoga, bodywork, a world-famous garden, hot tubs, and a network of nature trails through our campus and connecting to nearby parks. 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

Based on Cortes Island, the Digital and Social Content Coordinator will work closely with the Digital and Brand Strategy Lead to plan, create, execute and analyze Hollyhock's digital and social content strategy. Working in a creative and dynamic environment, this role will advance content projects by working closely with the Hollyhock Program Team and the Creative Studio to create compelling content. The knowledge, skill, and connections derived from this role will provide an excellent foundation for a career working in digital strategy, marketing, and sales.

This position is partially funded by the Canadian Government Program: Canada Summer Jobs, and only eligible applicants may apply.

Eligibility requirements:

- Must be between 15 - 30 years of age
 - Is a Canadian Citizen, permanent resident or person on whom refugee protection has been conferred under the *Immigration and Refugee Protection Act*
 - Is legally entitled to work according to the relevant provincial/territorial legislation and regulations
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KEY RESPONSIBILITIES

Content Creation & Publishing 45%

HOLLYHOCK

- Under supervision of the Digital and Marketing Strategy Lead, assist in the development and execution of timely content (design, video, written) to support Hollyhock's Marketing and Communications plan.
- Demonstrate creativity in content capture, video production and editing with an understanding of Hollyhock's voice.
- Support various Hollyhock's initiatives and departments via storytelling
- Under supervision of the Digital and Marketing Strategy Lead, leverage a wholistic approach to ensure content is optimized across media channels
- Publish content in advance where possible and secure approval from relevant stakeholders

Planning, analysis & reporting: 25%

- Demonstrate a purposeful and results-driven approach to social media content creation including content calendar development
- Contribute to development Hollyhock's editorial calendar and secure alignment around key executions
- Meet deadlines in a fast-paced environment.
- Help develop innovative strategies to grow Hollyhock's social following.
- Measure and report on social media performance and KPIs.
- Leverage social KPI analysis to inform content strategy optimization

Community Management: 15%

- Engage with customers and followers via Hollyhock's social media channels.
- Consult relevant departments to respond to questions and concerns in a timely manner.
- Monitor, track and report on social media feedback.

SKILLS & QUALIFICATIONS

- Some post-secondary education in a related field
- Applicants with lived or work experience are encouraged to apply
- Demonstrated initiative and excellent decision-making and in verbal and written communication skills
- Ability to complete tasks to tight deadlines and adapt to new situations as they arise
- Experience with G-Suite (Gmail, GDrive, Calendar, etc)
- Experience with social media platforms including Instagram, TikTok, Facebook and LinkedIn
- Comfortable with tech platforms such as HubSpot, Zoom, Slack, and Asana
- Experience with photography, video content, or social media content creation is ideal.
- Familiarity with design software such as Adobe Illustrator, Photoshop, InDesign, or Canva

APPLY

Please send your resume and cover letter to:

jodi@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.