

HOLLYHOCK

Position: Communications and Marketing Manager

Reports to: CEO

Location: Remote within BC, or in-person on Cortes Island, BC

Term: Full-time (5 days and 40 hours per week), permanent

Compensation: \$68k to \$78k depending on experience, plus benefits

ABOUT US

Community, connection and impact are the foundation of Hollyhock, through each uniquely curated gathering or program. Our vision is a living and loving planet for all, we nurture inspired leadership through collective and immersive experiences, through renewing people's connections to themselves, one another, and the natural world.

At Hollyhock, staff really care about each other. Season after season, staff consistently report that one of the best things about their work is the relationships they build with their colleagues.

We believe that our staff must reflect the diversity of the communities we serve. 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

The Communications and Marketing Manager role is responsible for crafting Hollyhock's communication strategy, content, and core messages in support of our purpose and vision. This will include communicating our programmatic offering and experiences, fundraising, and overall organization impact. As a 43 year old organization, there is much colour, richness, and history of the impact and influence Hollyhock has held as an organization deeply committed to inner work and social transformation.

ABOUT YOU

You have a strong commitment to the Hollyhock vision, purpose and mission. You are a skilled storyteller, a maven of words and language and able to draft compelling narratives and cases for support, while being able to create a strategy to drive revenue, understand our ecosystem and guests and share impact. You thrive on variety and wear multiple hats with ease. You can seamlessly blend creativity and strategy across all aspects of communications.

From crafting compelling brand stories to managing digital campaigns, analyzing data

insights, and ensuring cohesive messaging across all channels—you do it all. You're as comfortable digging into analytics as you are captivating audiences with storytelling. You are ready to roll-up-your-sleeves, navigating between high level strategy, and executing the work on the ground. You share Hollyhock's values: open, wise, inspired, spirit, connected

KEY RESPONSIBILITIES

Marketing Strategy and Management

- Creating a marketing strategy over the short, medium and long terms in support of the new strategic vision and organization direction
- Conduct market research to develop key marketing pillars and understanding of our customers needs and desires, now and in the future.
- Oversee the quality production and standards of all marketing assets
- Lead Hollyhock's website and digital strategy development
- Work with the Program and Executive team on audience expansion, reach, and engagement
- As part of the Transformation Plan, facilitate and lead the brand renewal and development project to center our communication on storytelling and impact

Communications

- Create the Hollyhock story of purpose and impact
- Develop organization writing and cohesive voice
- Content development in support of our programs, fundraising and campus
- Develop a plan for internal communications to optimize cross functional information and engagement

Content Creation & Brand Development

- Oversee brand development, ensuring consistent messaging and effective brand execution.
- Lead organizational writing projects, including history, storytelling, and other key initiatives.
- Create high-quality content for various platforms, including website, email, and social media.

Media & Public Relations

- Manage media relations and PR efforts, including press releases and media partnerships.
- Develop and execute strategies for promotional campaigns, contests, and promo codes.
- Build and nurture relationships with stakeholders, such as sharegivers, the Board of Directors, and community partners.

Team and Organizational Management

- Lead and inspire the Marketing and Communication team, fostering collaboration and professional growth.
- Provide mentorship in communication practices across the organization.
- Develop and manage the Communications department budget, ensuring resources align with organizational priorities.
- Marketing Representative for Hubspot/CRM

Digital Marketing & Analytics

- Oversee website strategy, development, and integrations, including SEO optimization and landing pages.
- Manage Google Ads and email lead-generation projects.
- Analyze data from HubSpot, Google Analytics, and social media to inform decision-making.
- Create targeted email lists and campaigns.

QUALIFICATIONS

- Minimum of 5 years of communications leadership
- Deep understanding of inner work and ecosystem/social innovation/impact
- Degree or diploma in marketing, communications or a combination of education and/or work experience.
- Skilled with using digital tools such as Hubspot, Zoom, Asana, Slack, Google Suite, and Analytics

APPLY

Please apply using the online form at hollyhock.ca/jobs
You will have an opportunity to upload your resume and cover letter.

Or

Email your resume and cover letter to Jodi:

jodi@hollyhock.ca

Applications will be accepted until **January 17th, 2025.**

Please get your application in as soon as possible.

Only short-listed candidates will be contacted.