

HOLLYHOCK

Position: Partnerships and Ecosystem Lead

Reports to: Director of Hollyhock Leadership Institute

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

Location: Lower Mainland BC, ability to travel within Canada

Compensation: \$56,000-\$70,000 dependent on experience, benefits included

ABOUT THE ROLE

As the Partnerships and Ecosystem Lead, you will be integral in sharing Hollyhock's offerings with mission-aligned organizations to expand Hollyhock's impact and audience. You will build and nurture strategic relationships that support Hollyhock's revenue targets and vision.

ABOUT YOU

You are deeply aligned with Hollyhock's vision, purpose, and mission. A true people person, you thrive on building authentic relationships and making connections within the Hollyhock ecosystem. You are a deep listener, and can match people and organizations to programs to meet their biggest goals. You are diligent and self-motivated, with a knack for closing deals. You are eager to link sales with social impact within a dynamic, entrepreneurial environment.

KEY RESPONSIBILITIES

- Drive top-line revenue growth and increase guest numbers across our program portfolio through:
 - **Program Sales:** strategize and execute sales initiatives to tailor and promote Hollyhock's programs to across sectors B2B.
 - **Group Bookings:** Support inbound and outbound sales of renting Hollyhock's space to partners.
 - **Sponsorships:** Secure and manage sponsor relationships
- Develop and optimize the sales infrastructure for B2B sales and ecosystem engagement.
- Focus on new customer acquisition to expand our customer portfolio and enhance our outbound sales pipeline.
- Collaborate with the marketing and communications team to strategically evolve our audience in alignment with our strategic plan.
- Strengthen and maintain relationships to boost sales with key existing customers.
- Contribute to the budgeting process by assessing revenue potential.
- Conduct landscape scans and leverage potential partnerships to identify suitable social impact programs.
- Represent Hollyhock in external ecosystem networks to cultivate relationships and generate leads.
- Embrace the interconnectedness of individual and collective efforts toward social change.
- Actively participate in the CRM/Hubspot functional team to lead sales initiatives.

QUALIFICATIONS

- Minimum of 5 years in a B2B sales role with a proven track record in developing robust sales pipelines and cultivating relationships.

- Proven ability to strategize sales and marketing efforts across short, mid, and long-term goals.
- Degree or diploma in Marketing, Business, Communications, or equivalent professional experience.
- Exceptional communication skills, capable of effective pitching, remote digital communication, and public speaking.
- High proficiency in customer service and interpersonal relations.
- Demonstrated ability to clearly convey program content to executive-level audiences.
- Proficient with digital tools such as Hubspot, Zoom, Asana, Slack, and Google Docs.