

HOLLYHOCK

Position: Content Creator and Marketing Lead (Maternity Leave Coverage)

Reports to: Communications and Marketing Manager

Term: Full-time (5 days and 40 hours per week), 1 year term, Temporary position

Location: Hybrid- In-person on Cortes Island May - October, remote option in winter

Compensation: \$55, 000 - 60,000 annually (negotiable dependent on experience), plus benefits after 90 day probationary period.

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.

KEY RESPONSIBILITIES

- Content Development: Create compelling, original content for various platforms including our website, blogs, social media, weekly email newsletters, photos, and videos.
- Act as a marketing liaison for core presenters to create a collaborative promotional strategy for their programs.
- Work on editorial calendars to organize, schedule and track content creation and publication through social media, newsletters and blogs
- Support program launch deadlines and upcoming promotions
- Work cross functionally as part of the shared team to drive program and campus revenue and support sales goals
- Website content updates:
 - Updates to information, imagery, and website content as it evolves
- Follow HubSpot administration and SOP for communication with presenters, content scheduling and marketing campaigns.
- Use analytics tools (HubSpot, Google Analytics) to monitor, evaluate and

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report on social media presence and performance.

- Develop and implement data driven digital ad campaigns on online platforms (Google Ads, Meta, LinkedIn). Analyze performance on previous ad campaigns to refine and improve content.
- Keep updated on best practices and emerging trends in social media, and create relevant and engaging content.
- Capturing relevant photo and video content of year round workings of Cortes Island campus for use in marketing materials.

QUALIFICATIONS

- 2 - 5 years in content creation and digital marketing experience including design for web & print, email marketing, content marketing, social media, and more.
- Writing and editing with a focus on email marketing (newsletters), SEO blog posts, social media, (Instagram, Facebook and LinkedIn), and media placement (advertorials and articles).
- Proficient at developing marketing collateral for distribution and promotion, including content creation for blogs, newsletters, social, ads, posters.
- Exceptional communication skills with multiple stakeholders, including Hollyhock's facilitators and program teams
- Proficient at analyzing digital data to measure the effectiveness of marketing campaigns and make data-driven decisions.
- Ongoing learning and understanding of best practice with the digital space
- Skilled with using digital tools such as: WordPress, Canva, Zoom and Google Suite
- Experience with Hubspot, Asana, and Slack an asset

TO APPLY

Email jodi@hollyhock.ca - your cover letter and resume

Applications deadline **Friday, October 10th, 2025**

Please apply as soon as possible.

Part-time paid training Nov/Dec 2025 - full time employment starts January 2026