

Communications and Digital Marketing Specialist

Enterprise North Canterbury (ENC) is the local economic development agency for Hurunui and Waimakariri. We are seeking a full time communications and marketing specialist, with at least two years experience, who can hit the ground running. Our aim is to attract, retain, and stimulate investment in the region. This new position will be responsible for the digital marketing of our two promotional brands, MOVE to North Canterbury and MADE NORTH CANTERBURY (MNC). The objective is to:

- Raise the profile of North Canterbury – its lifestyle and jobs that will support employers and Councils to attract talent.
- Raise the profile and sales for MADE NORTH CANTERBURY food and beverage businesses under this unifying brand.

This is your chance to help us share the true North Canterbury story.

This role will report to the Business Development Manager and will be responsible for:

- Delivering digital marketing strategies that align with brand objectives and targets.
- Creating compelling content, assets, and wider campaign material for social media, website, email marketing, print and Google ads.
- Taking photos and short videos, and edit in line with branding.
- Coordinating non-paid and paid influencer marketing.
- Facilitating online conversations with followers and respond to questions.
- Staying up to date with changes and trends of social media platforms.
- Running seasonal produce campaigns throughout the year.
- Sourcing goods and stories from businesses and create promotions and giveaways for Facebook and Instagram.
- Helping coordinate 'offline' promotions and events i.e. MNC in-store promotions and The North Course.
- Providing post-campaign reports and monthly stats for social media and website.
- Growing awareness and affinity for the North Canterbury region.

Our dream applicant:

- Proven experience (at least two years) in digital marketing, social media management and content creation.
- Exceptional writing, editing, and proofreading skills with attention to detail.
- Excellent communication skills and ability to work collaboratively with internal and external stakeholders.
- Experience in WordPress or other website content management systems.
- Experience with InDesign, Canva or other design tools suitable for creating social media content.
- Strong project management skills and ability to manage multiple priorities.
- Demonstrated experience in being part of a successful digital campaign.
- Working knowledge of SEO, Google Analytics, Meta Business Suite and Ads Manager, and other digital marketing tools.
- Experience in influencer marketing and brand management is preferred.
- Knowledge of the food and beverage industry is a plus.

If you are passionate about social media, marketing and have a flair for storytelling, and want to be part of an exciting team we want to hear from you!

Please note this role is based in our Kaiapoi office and is full time (40 hours per week).

If this sounds like a bit of you, please email Alissa Wilson (Business Development Manager) for the detailed position description and send your CV and a cover letter to alissa@enterprisenc.co.nz by 31st of July 2023.