

Job Description for Digital Marketing and Comms Specialist for Enterprise North Canterbury

This new position will be responsible for the digital marketing management of our two promotional brands, MADE NORTH CANTERBURY (MNC) and Move to North Canterbury. You will work closely with the Business Development Manager to:

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

Marketing Objectives for MADE NORTH CANTERBURY

1. Increase brand awareness of MADE NC and our F&B producers/products

- Deliver and monitor the digital strategy; develop and create content, assets, and wider campaign material. Ad and audience set up, post creation, website landing pages, campaign EDMs, Google ads
- Take photos, short videos, and edit in line with branding.
- Coordinate non-paid and paid influencer marketing.
- Facilitate online conversations with followers and respond to questions.
- Run a seasonal produce campaign throughout the year.
- Source goods and stories from businesses and create promotions and giveaways for Facebook and Instagram.
- Help co-ordinate 'offline' promotions i.e. MNC in-store promotions and The North Course and Hampers.
- Provide post-campaign reports and monthly stats for social media and website.
- Stay up to date with changes and trends of social media platforms.

Success Metrics:

- Increase in website traffic from 874 users per month (average for 2022) to 2000 users per month
- Increase in social followers:
 - Instagram 1477 to 2000 (35% increase)
 - Facebook 4,000 followers to 6,000 (50% increase)
- Positive engagement on social media around highlighting/introducing producers and/or eateries.

2. Establish and build relationships between producers and trade/wholesale and consumers to increase sales of North Canterbury F&B.

- Establish a specific MADE NORTH CANTERBURY newsletter to inform:
 - Stakeholders on MNC and NC activities
 - Food & Beverage businesses on relevant information
 - Consumers
 - Update and maintain databases

Success Metrics:

- To grow membership/database from 48 food and drink businesses to 80.

- To grow consumer database from 790 to 1,500.
- Positive feedback from producers and evidence of sales (track sales with producers if possible)
- Producers featured/mentioned/profiled in media - 10 media mentions in 2023.

3. Increase sales of North Canterbury food and beverage in cafes, restaurants and retailers in North Canterbury/Kaikōura and Christchurch

- Assist BDM to run The North Course event annually
- Run in-store grocery promotions
- Assist with the Hampers

Success Metrics

- 35 participating establishments
- 500 consumer ratings
- Positive qualitative feedback from establishments (post event survey)
- At least six MNC branded in-store promotions through 2023
- Increase in member product sales as a result of promotions (post promotion survey)
- 100 hampers sold

4. Create and/or participate in events to profile MADE NORTH CANTERBURY.

- Have a presence at North Canterbury Wine & Food Festival
- Scope out more events to profile brand

Success Metrics

- At least 3 events that MADE NORTH CANTERBURY has a visual presence

Marketing Objectives for NORTH CANTERBURY NZ

1. To position North Canterbury as an appealing place to work and live.

Increase in job placements

- Number of employers involved in the MOU campaign
- Number of jobs that these employers list
- Number of successful job placements from this list
- Number of job vacancies filled by candidates from outside the region

Success Metrics

- 25 businesses involved with the MOU campaign
- 25 skilled jobs listed on the North Canterbury website
- 20 jobs filled as a result of our campaign
- 10 jobs filled by workers from outside the region
- 1 newsletter directed at employees each month

2. Increase in population growth:

Number of new residents in North Canterbury

Percentage increase in population compared to previous year*

Comparison of population growth in North Canterbury with neighbouring regions (like Selwyn).

3. Growing awareness and affinity for the North Canterbury through website, social media and marketing campaigns

- Deliver and monitor the digital strategy; develop and create content, assets, and wider campaign material. Ad and audience set up, post creation, website landing pages, campaign EDMs, Google ads
- Take photos, short videos, and edit in line with branding.
- Coordinate non-paid and paid influencer marketing.
- Facilitate online conversations with followers and respond to questions.
- Run the Move on Up Campaign
- Provide post-campaign reports and monthly stats for social media and website.
- Stay up to date with changes and trends of social media platforms.

Success Metrics

- Grow website to 2000 users per month.
- Grow social media accounts 2000 on Facebook and 2000 on Instagram
- Positive engagement on social media reflected by likes, comments, shares, and other engagement metrics.

4. Generate positive feedback and sentiment from employers involved in MOU campaign:

- Qualitative feedback from stakeholders and partners.

5. Continue to develop an online toolkit that is utilised by local employers.

- Create new resources like “check lists, FAQs, key contacts” that help businesses with their recruitment.
- Create a NC stakeholder newsletter to help keep employers informed of the resource updates and other news
- Share resource updates on the Enterprise North Canterbury newsletter

Success Metrics

- At least 15 downloads per month
- 2 new resources developed each month
- 1 industry newsletter each month

Other duties:

- Partner with local publications to profile members
- Keep MNC and North Canterbury website current and load new listings
- Assist Business Development Manager on promotional projects
- Assist ENC's CEO on various marketing projects