

Lime Events: Marketing & Event Specialist

Reports to: *Managing Director*

Hybrid Flexible Role: *a few hours required in the Morrinsville office, while the rest can be done at a time and location that suits you.*

Contract: *6 – 12 hours per week. November 2024 – June 2025*

About Us:

At Lime Events, we produce strategy-driven events designed to meet our clients' goals with insight and energy. We're seeking a passionate Marketing and Event Specialist to support with event planning and marketing our client events.

Role Overview:

As the Marketing and Event Specialist at Lime Events, you will take charge of both marketing execution and event operations support. Your primary responsibility will be to manage marketing campaigns that drive ticket sales, community engagement, and event awareness. Additionally, you will collaborate with the event lead and client/s to curate event programmes, manage speakers, and coordinate production logistics. This role requires a balance of creativity and organisation to ensure both marketing and event operations are delivered seamlessly, supporting the success of our clients' events.

Key Responsibilities – Marketing:

Website Content Management

- Regularly update event information, and other content on the event's website using WordPress and Cvent (training provided).

Email Marketing (EDMs):

- Design, write, and send email marketing campaigns using Mailchimp.
- Segment email lists and create tailored email content that encourages engagement and drives ticket sales.
- Track the performance of EDMs and adjust strategies to increase open and click-through and sales rates.

Social Media Management:

- Post engaging content across social media platforms (Facebook, Instagram, LinkedIn).
- Monitor and respond to community interactions on social media in a timely manner.

- Direct Message our community on Instagram, responding to questions and driving connections.
- Develop and execute social media campaigns to boost awareness and ticket sales.

Copywriting & Content Creation:

- Write copy for social posts, email newsletters, website content, and marketing materials.
- Collaborate with the Event Manager and client to ensure that all content is aligned with the event's brand and goals.
- Work closely with graphic designer to create assets for the website, event collateral and other marketing collateral where required.

Marketing Campaign Support:

- Assist in rolling out the overall marketing campaign alongside the Event Manager and client.
- Help create marketing materials, promotional assets, and coordinate with external partners and influencers for broader reach.
- Monitor campaign performance and suggest adjustments to optimize ticket sales and community growth.

Key Responsibilities – Event Operations:

Programme Curation:

- Work with the event lead client/s to curate event programmes that align with their objectives, ensuring the programme is engaging and suitable for the audience.

Speaker Management:

- Coordinate with speakers, ensuring all communications are timely, and obtain speaker materials (bios, presentations, etc.) for the event.

Production Coordination:

- Liaise with production teams to manage the technical aspects of the event, including AV, staging, and schedules.
- Ensure the seamless execution of production components during the event.

Event Logistics:

- Provide event operational support
- Coordinate deliverables with clients, exhibitors, sponsors, and delegates to ensure all parties are aligned and deadlines are met.
- Communicate effectively with clients, suppliers, and internal team members to ensure seamless event execution.
- Onsite Event Management

- Ensure all elements of the event are delivered according to the plan.

Post-Event Support:

- Assist with post-event tasks, including collecting feedback from clients, speakers, and attendees to improve processes for future events.

Skills & Qualifications:

- At least 3 years experience in event management or planning, with a strong emphasis on attention to detail.
- Experience with WordPress for website content updates.
- Proficiency in Mailchimp (or similar) for designing and executing email marketing campaigns.
- Experience with event marketing or marketing to a community to drive ticket sales and foster growth.
- Strong understanding of social media platforms and best practices for audience engagement.
- Excellent writing skills for copywriting across various formats (email, social media, websites).
- Strong organisational skills with the ability to manage multiple tasks.
- Ability to collaborate effectively with both internal teams and clients.
- Proficiency in Microsoft Office Suite.
- Experience with an event management software is desirable.
- Strong analytical skills with the ability to collect, organise, analyse, and disseminate significant amounts of information with attention to detail and accuracy.
- Basic graphic design skills for social media and EDM creation.
- Knowledge of SEO and web analytics tools – desirable, but not essential.

Limitations and Disclaimer:

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position.

Employees/contractor will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor.