

Lime Events: Marketing & Community 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: *4 – 6 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 Event Marketing and Community Specialist to increase event ticket sales and foster an engaged community for our upcoming events.

Role Overview:

The Marketing and Community Specialist will manage the execution of marketing campaigns, update website content, post across social media, and handle email marketing campaigns for our events. You will work closely with the Event Manager and client/s to develop strategies that drive ticket sales and build a vibrant event community.

Key Responsibilities:

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 to start conversations and promote ticket sales, 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.

Skills & Qualifications:

- 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.
- 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.