



Digital Marketing Specialist

12 Month Fixed Term Position

About New Zealand Cycle Trail Inc.

The New Zealand Cycle Trail Inc. (NZCT Inc.) is the national organisation for Nga Haerenga The New Zealand Cycle Trail. The NZCT Inc. was established in 2009 to create jobs and stimulate regional economies through additional tourism, and comprises of 22 Great Rides, 21 Heartland Rides and urban cycle ways. NZCT Inc. is responsible for the overall governance and management of the cycle trail network and for the ongoing success and sustainability of this \$100 million tourism asset.

This role reports directly to the General Manager, NZCT Inc. and is responsible for managing the website, social media, co-ordinating digital content and providing project support as required. This is an exciting varied role in the growing area of cycle tourism.

The opportunity

We are looking for someone who has approximately three years website management and social media experience to manage and deliver an outstanding website and social media experience for NZCT customers.

The Digital Marketing Specialist will be responsible for developing the strategic direction for NZCT Inc's website and social media, as well as managing and creating content. You will proactively develop content for the e-newsletter to deliver on the NZCT Inc. strategic framework objectives and you will provide support to NZCT Inc.'s General Manager to deliver key projects and funding requirement deliverables.

The successful candidate will have a 'can do' attitude, be well organised, have strong written communication skills and be able to deal with multiple priorities. You must be able to think strategically and be skilled in using google analytics to gain customer insights and drive web traffic. Experience in tourism, particularly cycle tourism, is an advantage but not essential.

NZCT Inc. is a small team, so you'll need to be a self-starter who doesn't mind working independently. We seek applications from candidates with a great work ethic who can bring enthusiasm, passion and energy to the role.

To apply

Please submit a covering letter and CV through SEEK. A full job description will be sent to all shortlisted applicants. **Applications close 5pm Friday 27 July 2018.**

NOTE for overseas enquiries and non-NZ residents:

Only applicants that are legally entitled to work in New Zealand and can make themselves available for interviews in New Zealand will be considered for this position.