

## Job Description

|                   |                                                   |                |   |
|-------------------|---------------------------------------------------|----------------|---|
| <b>Job Title</b>  | Digital Communications Officer                    | <b>Grade</b>   | 2 |
| <b>Department</b> | Communication & External Affairs - Communications | <b>Reports</b> | 0 |
| <b>Reports to</b> | Head of Communications                            |                |   |

## Our Values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

## Main Purpose of the Role

Digital content forms a vital part of APM's strategy for communicating with its members and the wider project management community.

This role involves creating compelling email campaigns and online content that enriches our members' experience and promotes the benefits of membership to our wider audiences, while also using data-led insights to drive continuous improvement.

## Dimensions & limits

Significant changes to established processes to be referred to line manager (along with Director of Communications and External Affairs, and board members where necessary) before implementing.

## Key Relationships

### Internal

- Head of Communications, Head of Marketing, Digital Marketing Specialist, Senior Social Media Specialist, Data Protection Officer, CRM Manager, APM teams that distribute email communications to external audiences:
- The Portfolio team (in particular, the Communications and Change Manager)
- The Events and Volunteering team
- The External Affairs team (in particular, the Research and Impact Advisor)
- The Commercial team (in particular, the Head of Commercial Partnerships)

## External

- APM members
- Non members who subscribe to APM emails

## Career Development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions

## Key responsibilities / accountabilities

### General

- Create and manage email campaigns to APM audiences, including members, corporate partners and employees. Duties will include:
  - Procure news stories from across the organisation and repurpose for sharing in email communications
  - Write news stories in partnership with (and on behalf of) individuals within APM
  - Distribute email communications to targeted audience segments (including members and non-members)
  - Maintain templates for email communications, making improvements where possible
- Monitor email performance and make recommendations for improvement
- Serve as a go-to knowledge resource for the wider business, offering advice, guidance and instruction to APM colleagues who the organisation's bulk email system
- Assess opportunities for new additions to the email campaign calendar, implementing/launching as appropriate
- Report on performance and progress of email campaign activity
- Create visual content to support APM's Graphic Designer and Senior Social Media Manager
- Work with IT and digital teams to support on any technical issues involving the bulk email system as and when they arise
- Show a desire to innovate and implement new ideas, to ensure APM is constantly getting the most from its bulk email system
- Contribute to key internal projects that involve email communication or our email subscriber list, as and when required. Such internal project may include:
  - Content Strategy
  - Marketing strategy
  - Communications strategy
  - Implementation of relevant new software or online tools

## Key responsibilities / accountabilities

- Support the Social Media Specialist by creating, editing and posting content to APM's social channels as required
- Provide support to colleagues in the Communications or Marketing teams as and when required, including for email and social media
- Write and post news articles to the APM website
- Write and post news articles to the APM intranet
- Undertake regular monitoring and maintenance of APM's intranet to ensure it is up-to-date
- Other relevant project work and activities as agreed

## Key Performance Measures

- Successful creation and delivery of email comms to agreed standards of quality, and to agreed deadlines
- Increasing open and click rates for all emails
- Form positive relationships with colleagues and project stakeholders throughout the organisation
- Keep all users of APM's bulk email system up to date with any changes, providing coaching and/or mentoring colleagues as necessary
- Minimise scheduling clashes that result in subscribers receiving excessive quantities of email in a day or week
- Increase engagement with emails by adding new subscribers, re-engaging dormant subscribers and regularly updating/cleansing subscriber data
- Creating monthly reports on email performance, to be presented to the Head of Communications
- Reports to be produced monthly, based on analytic data from APM's bulk email system
- Resolve any issues in the shortest possible time and take proactive measures to prevent recurrence where necessary
- Generate and implement a steady flow of innovations that drive improvement in APM's email marketing
- Form positive relationships with colleagues and project stakeholders throughout the organisation
- Become actively involved in projects when required, in order to support project stakeholders
- Social media follower numbers
- Social media engagement levels
- Website analytics (page views, bounce views and time on page)
- Pages periodically refreshed and news updates shared

## Person Specification – Digital Communications Officer

| Attributes            | Essential                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Desirable                                                                                                                                                                                                                                                                    |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Qualifications</b> | <ul style="list-style-type: none"> <li>Educated to degree level, ideally in a marketing, communications or technology-related discipline</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                              |
| <b>Experience</b>     | <ul style="list-style-type: none"> <li>Minimum of two years' experience in a similar role</li> <li>Email marketing experience</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>Experience working for a charity or membership organisation</li> <li>Copywriting experience</li> </ul>                                                                                                                                |
| <b>Knowledge</b>      | <ul style="list-style-type: none"> <li>Familiarity with email marketing tools (ideally Salesforce Marketing Cloud)</li> <li>Familiarity with online analytics tools</li> <li>Familiarity with Asana or a similar task management platform)</li> <li>Knowledge of SEO principles</li> <li>Knowledge of GDPR principles</li> </ul>                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>Familiarity with CRM systems (ideally Salesforce)</li> <li>Familiarity with social media for business use (specifically LinkedIn, Facebook, TikTok and Instagram)</li> <li>Familiarity with BeeFree email template builder</li> </ul> |
| <b>Skills</b>         | <ul style="list-style-type: none"> <li>Proficient creating email campaigns within email marketing platforms, including ability to create and edit campaigns using HTML</li> <li>Strong communicator (written and verbal)</li> <li>Data literate, able to understand and analyse data, presenting findings in a logical, clear way</li> <li>Ability to instruct and advise colleagues on best practice, demonstrating patience and explaining concepts in an easy-to-understand way</li> <li>Ability to multi-task and prioritise workload</li> <li>A keen eye for detail and a passion for accuracy in all shared content</li> </ul> | <ul style="list-style-type: none"> <li>Basic video editing skills</li> <li>Image editing or graphic design skills such as Adobe Photoshop, Illustrator and InDesign</li> </ul>                                                                                               |

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|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                        | <ul style="list-style-type: none"> <li>• Adaptable, able to write for a range of audiences across multiple digital channels</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
| Behaviour / competency | <ul style="list-style-type: none"> <li>• Customer-focused - Able to understand the needs and priorities of customers (inside and outside the organisation) and deliver accordingly</li> <li>• Takes feedback well and is comfortable receiving change requests – often at short notice</li> <li>• Comfortable working to tight deadlines in a dynamic, rapidly changing environment</li> <li>• Strong team-working ethic and ability to work with a wide range of stakeholders at all levels</li> <li>• Able to work under own initiative where necessary by applying existing skills and taking ownership of issues</li> <li>• A team player who can support colleagues on a range of communications-related tasks</li> <li>• Able to work effectively and coordinate workloads with third party vendors/provider partners</li> </ul> |  |