**Role Description – Marketing Campaign Co-ordinator**

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| Role title | Marketing CampaignCo-ordinator | Grade | 2 | Department | Marketing |
| Reports to *(1)* | Marketing Manager | Direct reports *(1)* | None |
| Key relationships / interfaces *(1)* | **Internal**:  | Senior management team, marketing colleagues, business development team, professional standards and knowledge team, management level colleagues. All sections in the association including appropriate panels and committees. |
| **External**: | External third party project managers, third party suppliers and contractors including design and media agencies. APM corporate members and volunteer community. |
| Role purpose *(2)* | To work with Marketing Manager, Head of Commercial, APM marketing and business development team, plus a team of external contracted consultants and internal stakeholders to deliver marketing and communications campaigns in support of APM products and services, and implement those marketing plans. |
| Breadth of responsibility *(3)* | This role manages key marketing initiatives on behalf of the Marketing Manager to achieve individual membership, qualifications and Accredited Provider targets and raise the profile and awareness of APM. |
| Dimensions and limits of authority *(4)* | Decisions relating to the marketing programme are referred to the Marketing Manager. |

| **Key responsibilities / accountabilities** *(5)* | **Key performance measures** *(6)* |
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| * Manage the delivery of campaigns for individual and corporate membership growth and retention, and APM qualifications acquisition
 | * Assist with the development of campaign plans
* Liaise with relevant stakeholders and effectively manage campaign process
* Utilise both traditional and digital media channels where applicable
* Execute campaign plan to ensure it meets objectives
* Act as key contact for communicating campaigns to the business
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| * Manage the delivery of campaigns to support sales growth of APM publications and revenue generated for APM events
 | * Assist with the development of campaign plans
* Liaise with relevant stakeholders and effectively manage campaign process
* Utilise both traditional and digital media channels where applicable
* Execute campaign plan to ensure it meets objectives
* Act as key contact for communicating campaigns to the business
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| * Manage and execute on campaigns to support the wider business including new product launches, awareness raising and promotional activity.
 | * Assist with the development of campaign plans
* Liaise with relevant stakeholders and effectively manage campaign process
* Utilise both traditional and digital media channels where applicable
* Execute campaign plan to ensure it meets objectives
* Act as key contact for communicating campaigns to the business
 |
| * Produce campaign reports
 | * Post evaluation and measurement of campaign effectiveness
* Collate campaign metrics to determine if activity met its objectives
* Communicate campaign results to all relevant stakeholders
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| * Analysis of website analytics and customer statistics
 | * Collate and analyse relevant data in order to identify promotional opportunities
* Assist in developing data management capabilities to support improved segmentation and targeting
* Recommendation of activities to support campaign objectives
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| * Development and delivery of APM marketing plans
 | * Assist Marketing Manager in the development of APM marketing plans
* Following sign off, actively manage the plans to ensure that impact is maximised
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| * Ensure APM’s corporate identity is adhered to in any campaign and accompanying promotional material
 | * Produce all campaign material to a consistently high quality in copy, tone, design and print.
* Adhere to the APM style guide and policies
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| * Provide support to Marketing Manager and marketing team
 | * Effective support is provided, as required by the task
* Projects are carried out with enthusiasm and competence
* Provide expertise on the use and functionality of the preferred bulk email delivery system
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**Person Specification – Marketing Campaign Co-ordinator**

| **Attribute** | **Description** | **Essential / desirable** |
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| **Qualifications** *(7)* | * Educated to degree level
* CIM qualified or working towards it
 | * Desirable
* Desirable
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| **Experience** *(8)* | * 2 to 3 years experience of working in a marketing department, preferably in a commercial environment
* Experience of executing integrated marketing campaigns with a particular focus on digital marketing
* Analytical experience
* Budget management experience
 | * Essential
* Essential
* Essential
* Desirable
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| **Knowledge** | * Knowledge of the training and development market
* Statistical information and how to present it
* Appreciation of the work of a professional body
 | * Desirable
* Essential
* Desirable
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| **Skills** | * Able to plan and use digital media effectively
* Ability to build effective business relationships
* Analytical ability
* Effective PC skills including Word, Excel, PowerPoint
* Ability to use CRM database and create reports
* Strong ability to produce clear written documentation
* Excellent communication skills – written and verbal
* Well developed teamwork skills
* Strong organisational skills
* Negotiation skills
* Effective presentation skills
 | * Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Desirable
* Desirable
* Desirable
 |
| **Behaviour / competency** *(9)* | * Analytical thinking and commercial outlook
* Communication skills
* Customer focus
* Interpersonal skills
* Planning and organising
* Relationship building
* Concern for accuracy
* Results driven
* Technical and professional expertise
 | * Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Essential
* Desirable
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