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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Role title | Marketing Campaign Co-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)* |
| --- | --- |
| * 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 |
| * 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 |
| * 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 |
| * 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 |
| * 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 |
| * 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 |
| * 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 |

**Person Specification – Marketing Campaign Co-ordinator**

| **Attribute** | **Description** | **Essential / desirable** |
| --- | --- | --- |
| **Qualifications** *(7)* | * Educated to degree level * CIM qualified or working towards it | * Desirable * Desirable |
| **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 |
| **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 |
| **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 |