Marketing Executive

**Permanent**

**£22-£25K depending on experience**

**Full time – 35 hours week**

**Location – Princes Risborough, Buckinghamshire, HP279LE**

**Closing Date – 2nd November 2018**

*The award-winning Association for Project Management (APM) is the Chartered body for the project profession. APM is a registered educational charity with over 23,000 individual and 600 corporate members making it the largest professional body of its kind in Europe. APM is committed to developing and promoting a professional approach to project management through our broad offering of professional membership, qualifications, publications, resources, research and events. Our vision for the profession is ambitious, challenging and radical. Above all, it reflects what society expects: a world in which all projects succeed.*

This is an exciting opportunity for a marketing professional to market and promote APM’s key events and conferences.

The Marketing Campaign Co-ordinator (Executive) will be working with the Campaign Manager, Head of Marketing, 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.

The successful candidate will report directly to the Campaign Manager and will manage key marketing initiatives on behalf of the Campaign Manager, to achieve key targets against APM products and services and raise the profile and awareness of APM.

**Additional Skills and Experience Required:**

* 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
* Budget management experience
* Able to plan and use digital media effectively
* Ability to build effective business relationships
* Effective PC skills including Word, Excel, PowerPoint
* Ability to use CRM database and create reports
* Well-developed teamwork skills
* Strong organisational skills
* Negotiation skills
* Effective presentation skills

*The Association for Project Management (APM) is a membership association, professional body and charity. It was first incorporated in 1972 and obtained its Royal Charter on 1 April 2017. The object of APM is ‘to advance the science, theory and practice of project and programme management for the public benefit’. Detail on APM and its Charter can be found at apm.org.uk*

**If you are interested in this opportunity and feel you have the necessary skills and expertise to work with APM please send email your CV to: recruitment@apm.org.uk**

**Please note if you have not been contacted within three weeks of the closing date, unfortunately your application has been unsuccessful on this occasion. We wish you all the success in finding employment. NO AGENCIES PLEASE**

***Main benefits at APM:***

* 25 days holiday (excluding all public holidays). This increases with length of service – by one day after four years’ service, then another day every other year, to a max of 30 days per year.
* Private healthcare and dental cover is available after completion of six month probationary period. APM pays the premium for the employee. This becomes a 'benefit in kind’.
* Pension scheme offered in line with auto enrolment. APM can contribute up to 7% of your salary depending on your own contribution. Even if you don’t want to make any contributions, APM can contribute 4% of your salary. The pension scheme is available as a salary sacrifice.
* There is a sick pay scheme which pays up to 30 days full pay for sickness absence in a rolling 12 months period, payable after probationary period.
* Life assurance at four times the salary.
* Salary sacrifice schemes – childcare vouchers, bus and train season ticket loans, cycle to work scheme, walking to work scheme, additional annual leave (up to 10 days), and pension scheme.
* Free parking – this is not guaranteed.
* Employee Assistance Programme.
* Performance Related Pay (PRP) scheme. The discretionary bonus will take account of individual performance as well as APM’s overall financial performance.