

Revenue Operations (RevOps) Product Owner

Salary: £47,000 - £52,000 per annum (depending on experience)

Full time - 35 hours per week

Hybrid Working – Home Based/Princes Risborough

We're Association for Project Management (APM). We're a professional membership organisation that sets the standards for the project profession. As a registered charity, we reinvest our surplus for the benefit of our members and the profession. We deliver education and develop qualifications. We conduct research and provide knowledge and resources. We run events and share best practice. We give people the opportunity to connect and provide community for our individual members and corporate partners, wherever they are. Above all, when doing so makes a difference, we challenge the status quo.

We have an exciting new opportunity for a Revenue Operations Product Owner to join our Digital team.

As a Revenue Operations (RevOps) Product Owner within APM's Digital Team, you will lead the ongoing implementation and evolution of Salesforce Marketing Cloud and related tools to drive lead generation, conversion and ultimately revenue growth for APM.

Responsible for our lead capture and conversion capability, you will work closely with our Marketing and Sales teams to translate sales and marketing strategies into scalable technical solutions that align with APM's customer engagement, retention and business strategy.

Collaborating across departments, you'll help define and optimise data-driven lead journeys to support both domestic and international growth.

In your role you will also support other users of Marketing Cloud at APM as their knowledge grows on use of the platform and be responsible for management of customer data segmentation and integration.

Qualifications

- A Degree in a Business, Digital Media, or Computer Science, or demonstrable (3-5 year) equivalent career history and experience working as a technical product owner; designing and delivering lead generation and conversion capabilities.
- Salesforce Marketing Cloud Consultant / Administrator Certifications.

Experience

- (2yrs +) hands-on experience with SFMC configuration, automation, segmentation, and journey building.
- Customer data platforms (CDPs), segmentation logic, and lead scoring model creation.
- Experience in aligning sales and marketing teams to drive revenue growth.
- Experience in developing and implementing RevOps strategies and processes.
- Ability to support campaign execution with data-driven targeting and content alignment
- Familiarity with SF Mobile Studio messaging strategies and integration
- Lead Journey mapping
- Conversion funnel design and execution
- Business process analysis and design
- Persona application
- Lead Journey analysis and conversion strategy delivery
- Broad understanding of digital channels and engagement technologies
- Working with stakeholders at all-levels of an organisation
- Knowledge of RevOps principles and best practices.
- Demonstrable proficiency in managing and segmenting data:
AMPscript, data query scripting languages, Contact Builder, Data Designer, Journey Builder
- SQL - querying and manipulating data within Marketing Cloud
- Working with large datasets and complex segmentation.
- Knowledge of working in Agile environments, participating in sprint planning, retrospectives, and backlog grooming.

Skills

- Strong skills in building segmentation logic, and lead scoring models
- Ability to drive alignment and collaboration across teams to help them achieve revenue goals.
- Critical thinking, analytical, technical problem-solving skills.
- Ability to creating reports and dashboards for management reporting
- Translating business goals into technical requirements
- Prioritising development workstreams
- Workshop preparation and facilitation
- High quality verbal and written presentation skills suitable for all levels of the organisation
- Stakeholder Management
- Ability to multi-task across a range of projects
- Ability to finding tangible solutions to complex issues and to translate clearly in non-technical terms
- Proficient user of Microsoft Office applications

Why APM?

We're Association for Project Management (APM). We're united in our aim to help project professionals around the world deliver better projects, setting the highest standards for the industry. Ask our people what's great about working here and the views are unanimous. You'll be joining a community that's friendly and caring. We believe that good communication creates a culture that's open and fair. We ensure everyone at APM, regardless of their role, has a voice and knows they'll be listened to and treated with respect. We see everyone as individuals and champion diversity and inclusion, both within APM and across the wider project profession. You'll work in a collaborative environment that's thoughtful, considerate and positive. You'll be supported by your team and across departments so, together, we meet the high standards we set ourselves.

If you are interested in this opportunity and feel you have the necessary attributes, skills and expertise for the role, please send your CV and covering letter to e-mail: recruitment@apm.org.uk

We reserve the right to close the vacancy once we have received sufficient applications, so please be advised to submit your application as early as possible

At APM we are open to talking about flexible working arrangements and reasonable adjustments please reach out to discuss further.

Main benefits at APM:

- 25 days holiday (excluding all public holidays). This increases after four years' service.
- 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 with up to 8% contribution from APM.
- Company sick pay scheme.
- Life assurance at four times the salary.
- Salary sacrifice schemes – pension, cycle to work scheme, additional annual leave (up to 10 days).
- Free parking on site.
- 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.
- One paid volunteering day per year.
- Hybrid/flexible working options are available dependent on job role. However, there is a requirement to come into the office 4 days per month.

