**Digital Analytics Specialist**

**Salary: £30,000.00 pro rata. depending on experience**

**12 Month Fixed Term Contract (Maternity Cover)- 21 hours per week**

*The award-winning Association for Project Management (APM) is the Chartered body for the project profession. APM is a registered educational charity with over 27,000 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. We will in the next few months be admitting the first cadre of Chartered Project Professionals to our register. Our vision for the profession is ambitious, challenging and radical. Above all, it reflects what society expects: a world in which all projects succeed.*

The successful role holder will report directly to the Digital Products Manager, and the purpose of the role will be to optimize reach and online engagement of customers and potential customers by providing analysis of and access to digital performance measures to aid internal decision making.

Experience required

* Excellent data and analysis skills
* Able to turn analytical data into useful insights
* Dashboard and insight development experience
* Experience of working with senior management level
* Good commercial understanding
* Ability to build effective relationships both internally and with suppliers

Knowledge required

* Understanding of the principles of digital analytics market research and the value it can add
* A good understanding of digital marketing channels and tracking them
* Appreciation of the work of a professional body

Skills required

* Effective PC skills including Outlook, Word, Excel, PowerPoint
* Ability to clearly communicate data insights at all levels of the business
* Ability to produce clear reports
* Well-developed presentation skills
* Excellent communication skills – written and verbal

*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 for the role please send your CV to e-mail:** [**recruitment@apm.org.uk**](mailto:recruitment@apm.org.uk) **closing date 15th March 2019.**

***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. APM will contribute a minimum 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 (pro-rated for part time employees) 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 – cycle 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