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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Role title | Marketing Campaign Co-ordinator | | Grade | 2 | Department | Marketing |
| Reports to *(1)* | Campaign 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 Campaign Manager, Head of Marketing, APM marketing and business development team, plus a team of external contracted consultants and internal stakeholders to deliver marketing campaigns in support of APM products and services and implement those marketing plans. | | | | | |
| Breadth of responsibility *(3)* | This role develops and coordinates 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. | | | | | |
| Dimensions and limits of authority *(4)* | Decisions relating to the marketing programme are referred to the Campaign Manager. | | | | | |

| **Key responsibilities / accountabilities** *(5)* | **Key performance measures** *(6)* |
| --- | --- |
| * Manage the delivery of BAU campaigns to support sales growth of APM products and services. | * Develop and coordinate campaign plans * Liaise with relevant stakeholders and effectively manage campaign process * Utilise a mix of traditional and digital media channels where applicable * Execute campaign plans to ensure they meet 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. This includes working as part of a project team where marketing is required. | * Develop and coordinate campaign plans * Liaise with relevant stakeholders and effectively manage campaign process * Utilise a mix traditional and digital media channels where applicable * Execute campaign plans to ensure they meet objectives * Become a key member of project teams where appropriate to ensure marketing needs are met within a project. * 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 Campaign Manager in the development of APM marketing plans * Following sign off, actively manage the plans to ensure that impact is maximised |
| * Ensure APM’s brand and 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 Campaign 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 * Essential |
| **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   + Email   + Social   + Adwords   + SEO * Ability to build effective business relationships * Analytical ability * Effective PC skills including Word, Excel, PowerPoint * Ability to use Adobe CC design suite to build and adapt creatives where necessary. * 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 * Desirable * Essential * Essential * Essential * Essential * Essential * 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 * Essential |