**Brand and Insight Coordinator**

**Salary: £28,000.00 depending on experience**

**6 Months Fixed Term Contract – Full time position**

*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.*

An exciting new opportunity has arisen to join our organisation as a Brand and Insight Coordinator, this role will report directly to the Brand and Insight Manager.

The successful role holder will be responsible for supporting the development and management of the APM and Charter brands for all marketing and communications activity, as well as assisting with market research and the analysis of data to build customer insights to inform future decision making and activities.

This role manages key initiatives on behalf of the Brand and Insights Manager that help to grow the APM and charter brand equity as well as supporting the market research programme.

**Experience required:**

• 2 to 3 years’ experience of working in a marketing department

• Analytical experience

• Experience of commissioning market research

• Prior experience of delivering customer insights

**Knowledge required:**

• Understanding of the principles of market research

• Importance of a strong brand

• Statistical information and how to present it

• Appreciation of the work of a professional body

**Skills required:**

• Effective PC skills including Word, Excel, PowerPoint

• Ability to use CRM database and create reports

• Excellent communication skills – written and verbal

• Teamwork and organisational skills

• Photoshop or image editing 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 for the role please send your CV to e-mail:** **recruitment@apm.org.uk** **closing date 29th 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