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**Role Description – Engagement Co-ordinator**

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| Role title | Engagement  Co-Ordinator | Grade | Tbc | Department | Education and Lifelong Learning |

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| **Reports to *(1)*** | Education Manager |  |  |
| **Key relationships / interfaces *(1)*** | The role holder will work with multiple departments within APM (marketing, membership, service delivery, external affairs as well as ELL) to support the education outreach, diversity & inclusion (D&I) and other APM engagement programmes as they develop. The role holder will also engage with a wide range of external stakeholders (students, careers services, academics, corporates, third-sector organisations and members) predominantly in the UK. | | |
| **Role purpose *(2)*** | To support the successful delivery of APM’s engagement activity with academic institutions, students and employers, as well as supporting the successful implementation of APM’s new D&I and lifelong learning strategy to a wider audience. The role will also support uptake of APM products and services among these groups. | | |
| **Breadth of responsibility *(3)*** | The role holder will support the Education Manager in developing the interface between APM and the education sector, and relevant stakeholder groups. The role will also involve working with APM’s members and volunteers in supporting the rollout of the D&I strategy. | | |
| **Dimensions and limits of authority *(4)*** | To work within the agreed strategy, business plan and budgets for the activities. | | |

| **Key responsibilities / accountabilities *(5)*** | **Key performance measures *(6)*** |
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| To support APM’s education and lifelong learning strategy  To support the growth and credibility of APM’s programme of engagement with schools and universities | Delivery and organisation of events to target sectors  Creation of content relevant for Student members  Research into project management degrees in selected markets around the world |
| To support APM’s Diversity & Inclusion strategy | Delivery of targeted events to those from specific diversity strands  Supporting the growth of diversity networks  Support for ongoing research in this area |
| Build relationships with a range of stakeholders to increase the profile of APM | APM’s profile as a Chartered professional body is better understood in the sectors we engage with |
| Work collaboratively across APM and with ambassador networks to support the continued success of the education outreach programme | High levels of collaboration and engagement with membership  Support the growth of the network |
| Work collaboratively across APM to support the development of innovative new products and services which meet the needs of students and the academic community and promote the opportunities offered by project management in training and education and as a career | New products and services are welcomed by customers and delivered against agreed objectives |
| Support the uptake of APM’s products and services among target sectors | Use a range of media and methods to optimise engagement with customers |

**Person Specification – Engagement Co-ordinator**

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| **Attribute** | **Description** | **Essential / desirable** |
| **Qualifications** *(7)* | Level 3 qualifications eg A level, BTEC | Essential |
| Relevant professional qualification eg CIM | Desirable |
| **Experience** *(8)* | Experience of dealing with external and internal customers | Essential |
| Experience gained in the education sector or within a professional body | Desirable |
| Experience of delivering or supporting projects, including events, to a successful conclusion | Essential |
| **Knowledge** | Knowledge of the business environment that APM operates in and the importance of projects in organisations | Desirable |
| Knowledge of marketing and stakeholder techniques | Desirable |
| Knowledge of the education sector, particularly schools, universities and training providers | Desirable |
| **Skills** | Excellent IT skills in Microsoft Office, especially Outlook, Powerpoint, Excel, Word  Social Media experience  Experience of working with CRM systems  Excellent communication skills in all media: digital, written, spoken | Essential |
| **Other** | Current driving licence  Able to spend occasional nights away from home | Desirable |
| **Behaviour / competency *(9)*** | Strong customer focus and willingness to learn | Essential |

| **Supporting Behaviours** | |
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| **Behaviour** | **Description** |
| **Communication** | Able to build and maintain networks. Confident written and verbal communicator, able to use a range of tools. |
| **Customer and Supplier Focus** | Understands and is responsive to customer needs. Able to build and maintain customer relationships. |
| **Working Together / Teamwork** | Works as part of a team with internal and external stakeholders at all levels. |
| **Problem Solving and Ownership** | Takes ownership of problems and implements solutions. |
| **Improvement, Change and Creativity** | Identifies opportunities to improve and works collaboratively to achieve agreed goals. |
| **Planning and Organising** | Plans and organises own workload to deliver objectives on time |
| **Organisational Commitment** | Demonstrates commitment to APM and embodies the values of the organisation by maintaining a professional image at all times. |
| **Resilience** | Stays calm and focused under pressure, responding positively and constructively to challenges. |