**Role Description –**

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| Role title | Email Marketing Specialist | |  |  | Department | Marketing |
| Reports to | Communications Manager | | | | Direct reports | None |
| Key relationships / interfaces | **Internal**: | * Communications Manager * Members of the Marketing team (in particular, the Digital Products Manager and Campaigns Manager) * CRM Manager * Members of the IT team * APM teams that distribute email communications to external audiences:   + The Portfolio team (in particular, the project communications and change manager)   + The Membership team (in particular, the branches manager)   + Members of the Knowledge team (in particular, the Special Interest Group (SIG) coordinator)   + The External Affairs team (in particular, the policy manager) | | | | |
| **External**: | APM members and non-member email subscribers | | | | |
| Role purpose | Email is a vital part of APM’s strategy for communicating with its members and the wider project management community.  We’re seeking a talented individual who can create compelling campaigns that enrich our members’ experience and promote the benefits of membership to our wider audiences, while also using data-led insights to drive continuous improvement. | | | | | |
| Breadth of responsibility | Responsible for the creation and management of email communication campaigns to APM audiences, and serving as the go-to specialist for APM colleagues who have queries or suggestions. Working closely with the Marketing Manager and many other stakeholders across the organisation to implement recommendations arising from APM’s recent audit of email communication. | | | | | |
| Dimensions and limits of authority | Significant changes to established processes to be referred to line manager (along with Head of Marketing and board members where necessary) before implementing | | | | | |

| **Key responsibilities / accountabilities** | **Key performance measures** |
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| **General** | |
| * Create and manage email campaigns to APM audiences, including members, corporate partners and employees. Duties will include:   + Procure news stories from across the organisation and repurpose for sharing in email communications   + Write news stories in partnership with (and on behalf of) individuals within APM   + Distribute email communications to targeted audience segments (including members and non-members)   + Maintain templates for email communications, making improvements where possible | * Successful creation and delivery of email comms to agreed standards of quality, and to agreed deadlines * Increasing open and click rates for all emails |
| * Implement recommendations arising from our recent email audit | * Audit recommendations to be implemented in accordance with existing timelines |
| * Serve as the owner of APM’s bulk email system to help APM get the most from the platform, advise colleagues using it effectively and to take ownership of any issues that arise | * Demonstrate ability and willingness to take ownership of issues as they arise, working with other APM stakeholders where necessary |
| * Serve as a go-to knowledge resource for the wider business, offering advice, guidance and instruction to APM colleagues who the organisation’s bulk email system | * Form positive relationships with colleagues and project stakeholders throughout the organisation * Keep all users of APM’s bulk email system up to date with any changes, providing coaching and/or mentoring colleagues as necessary |
| * Manage the editorial calendar for email communications * Assess opportunities for new additions to the email campaign calendar, implementing/launching as appropriate | * Reduce the overall volume of emails being sent by APM * Minimise scheduling clashes that result in subscribers receiving excessive quantities of email in a day or week |
| * Improve the quality and quantity of our mailing lists in partnership with the campaign manager | * Increasing engagement with emails by adding new subscribers, re-engaging dormant subscribers and regularly updating/cleansing subscriber data |
| * Use analysis tools and data including APM’s bulk email system analytics and Google Analytics to understand efficacy of email campaigns. | * Creating monthly reports on email performance, to be presented to the Communications Manager and Head of Marketing |
| * Report on performance and progress of email campaign activity | * Reports to be produced monthly, based on analytic data from APM’s bulk email system |
| * Work with IT and digital teams to support on any technical issues involving the bulk email system as and when they arise | * Resolve any issues in the shortest possible time and take proactive measures to prevent recurrence where necessary |
| * Show a desire to innovate and implement new ideas, to ensure APM is constantly getting the most from its bulk email system | * Generate and implement a steady flow of innovations that drive improvement in APM’s email marketing |
| * Contribute to key internal projects that involve email communication or our email subscriber list, as and when required. Such internal project may include:   + Content Strategy   + Marketing strategy   + Brand review   + Communications strategy   + Marketing automation   + Creation of an online profile and preference centre for subscribers | * Form positive relationships with colleagues and project stakeholders throughout the organisation * Become actively involved in projects when required, in order to support project stakeholders |
| * Maintain and grow a high-quality image library | * New images to be added monthly |

**Person Specification**

| **Attribute** | **Description** | **Essential / desirable** |
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| **Qualifications** | * Educated to degree level, ideally in a marketing or technology-related discipline | * Essential |
| **Experience** | * Minimum of three years’ experience in a similar role * Experience working for a charity or membership organisation * Experience working in or alongside a creative role, such as copywriting or graphic design | * Essential * Desirable * Desirable |
| **Knowledge** | * Familiarity with email marketing tools (ideally DotMailer) * Familiarity with online analytics tools * Familiarity with CRM systems (ideally Pro CRM) | * Essential * Essential * Essential |
| **Skills** | * Excellent IT skills, including email marketing platforms and analytics tools * Strong communicator (written and verbal) * Ability to understand and analyse data, presenting findings in a logical, clear way * Ability to instruct and advise colleagues on best practice, demonstrating patience and explaining concepts in an easy-to-understand way * Ability to multi-task and prioritise workload * A keen eye for detail and a passion for accuracy in all shared content | * Essential |
| **Behaviour / competency** | * Customer-focused - Able to understand the needs and priorities of customers (inside and outside the organisation) and the desire to meet their expectations * Comfortable working to tight deadlines in a dynamic, rapidly changing environment * Demonstrates strong team-working ethic and ability to work with a wide range of stakeholders at all levels * Able to work under their own initiative where necessary by applying existing skills and taking ownership of issues | * Essential |

| **Supporting Behaviours** | |
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| **Behaviour** | **Description** |
| **Communication** | * Writes and speaks clearly, concisely and persuasively |
| **Technical and professional expertise** | * Ability to make effective and appropriate use of technical skills and knowledge |
| **Improvement, Change and Creativity** | * Willingness to challenge assumptions and ability to adapt or generate imaginative and innovative ideas |
| **Planning and Organising** | * Ability to develop clear, efficient and logical approaches to work |
| **Customer focus** | * Ability to understand the needs and priorities of customers (inside and outside the organisation) and the desire to meet their expectations |
| **Resilience** | * Ability to maintain control and performance during stressful situations |

| **About APM**  APM’s mission is to inspire communities to deliver meaningful change for societal benefit by advancing the art, science, theory and practice of project management. This is supported by five strategic pillars against which all activity is assessed. |
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| APM sets the standard – APM is proud to create and uphold leading standards for the project profession. |
| APM for all – APM represents the whole of the project profession. |
| APM is the leading source of knowledge and insights for the project profession. |
| APM listens, adapts, acts and advocates for the project profession. |
| APM promotes the power of the project profession for good. |