**Email Marketing Specialist**

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

**Full time permanent – 35 hours week**

*The Association for Project Management (APM) is the Chartered body for the project profession. APM is a registered educational charity with over 30,000 individual and 500 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. In October we admitted 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*

This exciting new role for an Email Marketing Specialist reporting to the Communications Manager. 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

The role holder will be 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.

**Qualifications**

• Educated to degree level, ideally in a marketing or technology-related discipline

**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

**Knowledge**

• Familiarity with email marketing tools (ideally DotMailer)

• Familiarity with online analytics tools

• Familiarity with CRM systems (ideally Pro CRM)

*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. APM’s mission is: “Inspiring communities to deliver meaningful for societal benefit by advancing the art, science, theory and practice of project management.” 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 to work with APM please send email your CV to: recruitment@apm.org.uk by closing date 13th September 2019.**

**Please note if you have not been contacted within three weeks of the closing date, unfortunately your application has been unsuccessful on this occasion. We wish you all the success in finding employment. NO AGENCIES PLEASE**

***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 8% of your salary depending on your own contribution. APM will contribute a minimum 6% 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