**Digital Performance Specialist**

**Salary: £30,000 to £35,000 depending on experience**

**Permanent full time - 35 hours per week**

**Location – Princes Risborough, Buckinghamshire, HP279LE**

*We’re Association for Project Management (APM). We’re a professional membership organisation that sets the standards for the project profession. As a registered charity, we reinvest our surplus for the benefit of our members and the profession. We deliver education and develop qualifications. We conduct research and provide knowledge and resources. We run events and share best practice. We give people the opportunity to connect and provide community for our individual members and corporate partners, wherever they are. Above all, when doing so makes a difference, we challenge the status quo*

An excellent opportunity has arisen at the Association for Project Management (APM) for a Digital Performance Specialist. You will work closely with the Digital Marketing Manager, ensuring we follow SEO good practice and providing analysis and interpretation of our site performance, in order to inform future content and functional development.

Qualified to degree level, formal SEO training and digital analytics training are desirable. Excellent communication skills written and verbal and the ability to build effective relationships internally as well as with agencies and suppliers is key to the success of this role.

**Additional Experience and Skills**

**Experience**

* Strong experience in using SEO and Google Analytics, Google Tag Manager, Google Search Console (Experience of Supermetrics and Moz also desirable)
* Experience of working on IT and digital projects
* Experience of digital content taxonomies and website content management systems
* Working knowledge of digital marketing principles and techniques

**Skills**

* Ability to build effective business relationships
* Effective PC skills including Word, Excel, PowerPoint
* Strong ability to create & manage business plans & strategy.
* Analytical thinking

**Why APM?**

APM is chartered. We’re the only chartered organisation representing the project profession, anywhere in the world. We know that better project delivery is about achieving your desired outcome. We believe that doing so is about so much more than process alone. We’re champions of the new. There has never been a more important time for debate, so naturally we’re at the heart and helm of that too. In a complex and shifting world, we’re helping the project profession deliver better.

**If you are interested in this opportunity and feel you have the necessary attributes, skills and expertise for the role, please send your CV and covering letter to e-mail:** [**recruitment@apm.org.uk**](mailto:recruitment@apm.org.uk) **closing date 29th January @ 9am.**

***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
* One volunteering day per year