**Digital Communications Officer**

**Salary: £26,000 to £30,000 per annum 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*

This is an exciting new role for a Digital Communications Officer reporting to the Communications Manager within our CEO office. Digital content forms a vital part of APM’s strategy for communicating with its members and the wider project management community. We are seeking a talented individual who can create compelling email campaigns, compelling website articles and engaging social media posts 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.

Excellent communication, written and verbal as well as internal and external relationship building skills are key to the success of this role as you will be working with a range of clientele.

**Qualifications**

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

**Experience**

**•** Minimum of two years’ experience in a similar role

**Knowledge**

* Familiarity with online analytics tools, email marketing tools (ideally DotMailer) and CRM systems (ideally Pro CRM)
* Familiarity with social media for business use (specifically LinkedIn, Twitter, Facebook, and Instagram)

**Skills**

* Proficient creating email campaigns within email marketing platforms
* Ability to understand and analyse data, presenting findings in a logical, clear way
* Ability to multi-task and prioritise workload
* A keen eye for detail and a passion for accuracy in all shared content
* Adaptable, able to write for a range of audiences across multiple digital channels

**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 Monday 9th August @ 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 month 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