

Digital Communications Officer (Maternity Cover)

Salary: £33,000 - £35,000 per annum (depending on experience)

12 Month Fixed Term Contract - 35 hours per week

Hybrid Working – Home Based/Princes Risborough

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

Job Role Overview

We have an exciting opportunity for someone to join our communications team on a maternity cover basis.

At APM our Digital content forms a vital part of our strategy, for communicating with our members and the wider project management community.

This role involves creating compelling email campaigns and online content that enriches our members' experience and promotes the benefits of membership to our wider audiences, while also using data-led insights to drive continuous improvement.

Qualifications

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

Experience

- Experience in a similar role
- Email marketing experience

Skills

- Familiarity with email marketing tools (ideally Salesforce Marketing Cloud)
- Familiarity with online analytics tools
- Familiarity with Asana (or a similar task management platform)
- Knowledge of SEO principles
- Knowledge of GDPR principles
- Proficient creating email campaigns within email marketing platforms (including ability to create and edit HTML where necessary)
- Strong communicator (written and verbal)
- Data literate, able 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
- 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

We reserve the right to close the vacancy once we have received sufficient applications, so please be advised to submit your application as early as possible

At APM we are open to talking about flexible working arrangements and reasonable adjustments please reach out to discuss further.

Main benefits at APM:

- 25 days holiday (excluding all public holidays). This increases after four years' service.
- 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 with up to 8% contribution from APM.
- Company sick pay scheme.
- Life assurance at four times the salary.
- Salary sacrifice schemes – pension, cycle to work scheme, additional annual leave (up to 10 days).
- Free parking on site.
- 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 paid volunteering day per year.
- Hybrid/flexible working options are available dependent on job role. However, there is a requirement to come into the office 4 days per month.

