

Job Description

Job Title	Customer Marketing Specialist	Grade	2
Department	Communications and External Affairs	Reports	0
Reports to	Customer Marketing Manager		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

The customer marketing specialist will support the delivery of communications to existing APM customers.

The customer marketing team will focus on customer retention by focussing on APM's:

- Proposition: ensuring existing customers take advantage of their benefits
- Information: ensuring existing customers engage with important APM updates
- Promotion: ensuring existing customers purchase APM products including events tickets and publications

This team will focus on the following audiences:

- All individual member categories
- Qualification holders
- Volunteers
- Trustees

Dimensions & Limits

Scope includes events and publication marketing, social media and email marketing. This role can make recommendations but needs expenditure approval.

Customer marketing encompasses all that we do after a customer signs up and aims to build quality relationships with customers. The acquisition of new and the conversion of retained customers is the responsibility of the product marketing team.

Key relationships

Internal

- Marketing colleagues in content, product and brand
- Heads of Department and the Leadership Team

- Membership and Business Development colleagues
- Education and Lifelong Learning colleagues
- Service Innovation colleagues

External

- All individual member categories
- Qualification holders
- Volunteers
- Trustees

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

Customer marketing campaigns

Help deliver the customer marketing strategy, owning specific customer journeys and associated communications plans for customers at different stages of their lifecycle.

Develop, implement and monitor customer marketing campaigns across various channels.

Events and publications sales

Support the customer marketing manager and product marketing lead (events, outreach & learning) to deliver the publicity campaigns to promote APM events ticket sales.

Support the customer marketing manager and product marketing lead (events, outreach & learning) to oversee and deliver the publicity campaigns to promote APM publications sales.

Work with marketing channel owners

Work with the digital marketing specialists to ensure best practice in email marketing, CRM and Marketing Cloud.

Work with the senior social media specialist to ensure best practice in social media activity.

Content creation

Write and edit content for campaigns across various digital marketing channels.

Ensure APM is getting the right content to the right people at the right time.

Understanding customer needs

Use data to manage customer segmentation and targeting strategies.

Prioritise personalised communication highlighting relevant content, offers and support based on individual preferences and history.

Optimise marketing efforts and reporting

Analyse customer data to identify trends and understand customer behaviour.

Use data insights to refine campaigns and optimise marketing efforts.

Track and analyse key performance indicators to measure the effectiveness of marketing initiatives.

Confidential

Job Description:

Date:

Collaborate with internal teams

Work closely with the wider marketing team, membership, education and lifelong learning and service innovation to ensure a consistent and positive customer experience across all touchpoints.

Key performance measures

Customer marketing KPIs are met or exceeded:

- Retention/customer lifetime value: the total expected earnings of a paying customer over the length of their relationship with APM
- Events interest and sales: engagement metrics and total tickets sold
- Publications interest and sales: engagement metrics and total publications sold
- User journey tracking: users' digital interactions and paths to conversion

Other KPIs:

- Organisational KPIs are met or exceeded
- Accurate weekly and monthly reporting of customer marketing performance

Person specification – Customer Marketing Specialist

Attribute	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to degree level 	<ul style="list-style-type: none"> • CIM qualified or working towards it
Experience	<ul style="list-style-type: none"> • Minimum two years' experience in customer marketing or related roles • Experience of working with email marketing tools, CRM systems, social media and other relevant customer marketing channels • Experience of customer lifecycles, journey mapping, segmentation and targeting strategies • Experience of writing and editing content for campaigns across various digital marketing channels 	<ul style="list-style-type: none"> • Experience of events marketing
Knowledge	<ul style="list-style-type: none"> • Knowledge of marketing campaign management, systems and reporting • Understanding of customer needs and delivering exceptional customer experiences 	<ul style="list-style-type: none"> • Appreciation of the work of a professional body
Skills	<ul style="list-style-type: none"> • Understanding of marketing principles, campaign 	<ul style="list-style-type: none"> • Adobe CC skills

	<p>management and customer lifecycle strategies</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills • Ability to work effectively with cross-functional teams to achieve shared goals • Ability to prioritise and manage multiple initiatives simultaneously • Proficiency in analysing marketing data, identifying trends, extracting actionable insights and reporting on key metrics • High attention to detail including strong editorial skills 	
Behaviour / Competency	<ul style="list-style-type: none"> • Customer focus • Interpersonal skills • Planning and organising • Relationship building • Results driven 	