

Customer Marketing Specialist

Salary: £28,000-£30,000 per annum (depending on experience)

3-Month Fixed Term Contract (Full time - 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

A fantastic opportunity has arisen for a Customer Marketing Specialist to join our newly developed customer focussed marketing strand.

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

Experience

- Experience working 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
- Knowledge of marketing campaign management, systems and reporting
- Understanding of customer needs and delivering exceptional customer experiences

Skills

- Understanding of marketing principles, campaign management and customer lifecycle strategies
- 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

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

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.

