

Content Marketing Manager

Salary: £42,000.00 - £46,000.00 per annum depending on experience

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

Are you a strategic thinker with a passion for making a positive impact on the world? We're seeking a dynamic Content Marketing Manager to join our team in this newly created role. The main purpose of this role will be to develop and execute a comprehensive content marketing strategy for the organisation. Reporting to and collaborating with Head of Marketing and working closely with our product and brand marketing teams to spearhead our content marketing initiatives.

The role holder will be responsible for the allocation of a dedicated content marketing budget, with autonomy to manage and spend budget as required to achieve objectives. Scope includes the management of a content calendar creating and delivering content to that schedule across a number of channels. This role manages a team of four content experts, covering social media, email, website content and performance.

Qualifications

- Educated to degree level

Experience and knowledge

- 5 years' experience of working in a marketing department, preferably in a content team.
- Experience of executing integrated marketing campaigns with a particular focus on digital marketing
- Analytical experience
- Budget management experience

Skills

- Able to plan and use digital media effectively
- Ability to build effective business relationships
- Analytical ability
- Effective PC skills including Word, Excel, PowerPoint
- Basic Adobe CC skills
- Ability to use CRM database and create reports
- Strong ability to produce clear written documentation
- Excellent communication skills – written and verbal
- Well developed teamwork skills
- Strong organisational skills
- Negotiation skills
- High attention to detail including precise and effective customer communications, strong editorial skills, and proven ability to manage multiple, competing priorities simultaneously
- Effective presentation skills
- Team management, coaching and training

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.