

Job Description

| | | | |
|-------------------|-------------------------------------|----------------|---|
| Job Title | Content Marketing Manager | Grade | 3 |
| Department | Communications and External Affairs | Reports | 4 |
| Reports to | Head of Marketing | | |

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 primary purpose of this role as a Content Marketing Manager is to develop and execute a comprehensive content marketing strategy that aligns with our business objectives. In this newly established position, you'll collaborate closely with the Head of Marketing, as well as product and brand marketing teams, to spearhead our content marketing initiatives. Your responsibilities include not only strategic planning but also hands-on creation of engaging content that resonates with our target audience.

Dimensions & Limits

Role includes allocation of a dedicated content marketing budget, with autonomy to manage and spend budget as required to achieve objectives. Scope includes autonomy to manage 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. Decisions relating to the wider marketing programme are referred to the Head of Marketing.

Key relationships

Internal

- Marketing colleagues (Content Marketing Team, Product Marketing Team, Brand and Design Team)
- Heads of Department and Leadership Team
- Service Innovation colleagues
- Membership and Business Development colleagues
- Education and Lifelong Learning colleagues

External

- APM individual members and followers.
- Third party contractors and suppliers including design and media agencies.
- APM Corporate Partners
- APM Accredited Training Providers

Confidential

Job Description: Content Marketing Manager
Date: 23/01/2024

- APM Volunteering community

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

Content strategy and delivery

- Work with the Head of Marketing and Head of Communications to define and deliver a content and campaign strategy for the business.
- Use data and insight to develop a content marketing strategy which supports and compliments the wider business content strategy to achieve set KPIs and business goals with a focus on both B2B and B2C markets, aligning content to various stages of the buyers' journey.
- Develop engaging and high-quality written and visual content for various platforms, including media, email campaigns and website content.
- Support the development and management of a centralised content calendar for the business.
- Collaborate with the product and brand marketing team members and additional stakeholders to ensure content aligns and compliments with overall brand/product messaging and goals.
- Ensure timely production and distribution of content across various platforms and channels, including: webinars, email, social media, and more.
- Manage the workflow of content creation, from idea generation to publication.
- Ensure that all content is consistent with brand guidelines, messaging, and goals.
- Coordinate with writers, designers and other content creators around the business to produce high-quality aligned content.
- Create and maintain scalable, repeatable methods of delivery for content optimisation.

Line management and operations

- Budget management, and attribution of marketing performance to help the Head of Marketing set targets.
- Lead, manage and motivate a high-performing team of content marketing professionals.
- Oversees the creation, delivery and optimisation of content across APM's core channels, including social, email and web.
- Manage and develop the team to ensure personal and professional development is evidenced.
- Promote cross team and departmental working ensuring team members work effectively with members of other teams and departments.
- Contribute creative ideas to brainstorming sessions and marketing campaigns to generate customer engagement.
- Represent marketing on portfolio projects, at both steering and or project level, project dependant.

Reporting and optimisation

- Monitor content performance using analytics tools to track key metrics and provide insights for continuous improvement.
- Prepare regular reports on content effectiveness and make data-driven recommendations.
- Oversee the on-page SEO strategies to improve visibility of web content and drive organic traffic.

Key performance measures

- Content KPIs are met or exceeded.
- Organisational KPIs are met or exceeded as defined by schedule.
- Accurate weekly and monthly reporting of content performance.
- Effective management to the content marketing team is provided.

Person specification – Content Marketing Manager

| 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"> 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 | |
| Knowledge | <ul style="list-style-type: none"> In-depth experience and a thorough up-to-date knowledge of marketing campaign management, systems and reporting. Statistical information and how to present it | <ul style="list-style-type: none"> Knowledge of the training and development market Appreciation of the work of a professional body |
| Skills | <ul style="list-style-type: none"> 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 | |

| | | |
|------------------------|--|--|
| | | |
| Behaviour / Competency | <ul style="list-style-type: none"> • Analytical thinking and commercial outlook • Communication skills • Customer focus • Interpersonal skills • Planning and organising • Relationship building • Concern for accuracy • Results driven • Technical and professional expertise | |