

Job Description

Job Title	Product Marketing Manager	Grade	3
Department	Communications and External Affairs	Reports	3
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

As a Product Marketing Manager, your primary responsibility revolves around leading the product marketing initiatives with a focus on operational efficiency. You will be tasked with overseeing the daily functions of the product marketing team, ensuring the effective execution of marketing strategies. Your role includes:

- **Team leadership and development:** Provide training, guidance, and support to the product marketing team, fostering a collaborative environment conducive to high performance.
- **Campaign management:** Oversee the creation and delivery of B2B and B2C marketing campaigns, ensuring they are tailored to the target audience, adhere to the schedule, and meet quality standards.
- **Performance tracking:** Monitor campaign outcomes against predetermined targets and Key performance Indicators (KPIs), adjusting as needed to optimise results.
- **Cross-functional collaboration:** Work closely with the Head of Marketing, business development teams, and other internal stakeholders to ensure alignment of marketing efforts with the company's objectives.
- **External consultation coordination:** Manage relationships with external consultants and agencies, leveraging their expertise to enhance campaign effectiveness.
- **Strategic planning:** Work with the Head of Marketing, Brand Manager and Content Marketing Manager, contributing to the development of annual marketing strategies, ensuring they support the overall goals of promoting APM products and services.
- **Market analysis:** Conduct market research to understand industry trends, customer needs, and competitive landscape, informing the direction of marketing campaigns.
- **Product advocacy:** Act as a champion for the products, articulating their value proposition to both internal teams and the target market.
- **Budget management:** Oversee the product marketing budget, ensuring optimal allocation of resources for maximum impact.
- **Feedback integration:** Incorporate feedback from various stakeholders to continuously improve marketing strategies and campaign effectiveness.

Dimensions & Limits

In this role, you'll strategically allocate resources to ensure timely, well-organised campaigns with comprehensive reporting within the Product Marketing Team. You'll take charge of crucial B2B marketing initiatives to drive membership, qualifications, and business goals, enhancing the organisations visibility. You'll oversee daily operations and resource management for the Product Marketing Team as outlined by the campaign schedule and business needs. Major decisions regarding the marketing program and performance management issues will be escalated to the Head of Marketing.

Key relationships

Internal

- Marketing colleagues (product marketing, brand and design, content marketing)
- 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
- 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

Campaign management: including - creation, delivery and optimisation

- Work with the Head of Marketing to develop strategies to improve the value proposition and take up of APM products and services.
- Effective management of the campaign schedule working closely across the organisation to manage priorities and maximise benefit.
- Delivery of campaigns to support the growth and retention of APM products and services in both B2B and B2C markets.
 - Work with the Head of Marketing and key stakeholders to produce marketing plans that provide visibility on planned activities which are timebound and provide transparency on how targets will be achieved with clear measurable outcomes.
 - Support the Head of Marketing to ensure value propositions are reviewed and evolved to meet market demand.
 - You will lead on the development and creation of campaign marketing materials including branding, website copy, content, graphics and videos.
 - Liaise with relevant stakeholders and effectively manage campaign process including brand and design of key assets and collateral, mapping of customer engagement journeys and creation of website landing pages.
 - You will be responsible for coordinating the effective delivery of the campaigns via a range of both digital and traditional channels including websites, email marketing, paid and organic social media and print.
 - Develop test approaches to marketing campaigns to further optimise live in flight campaigns and inform changes to future strategies.
 - Execute plans effectively to ensure they meet objectives and contribute to the overall organisational KPIs.
 - Track and measure the success of campaigns including achievement of Key Performance Indicators including cost of acquisition.
 - Act as key contact for communicating campaigns to the business.
- Optimise for retention and growth in B2B markets:
 - Lead the work to gain a better understanding of where and under which guises the profession resides, its relative maturity in new sectors as well as B2B market size, share and composition. Also understand typical pain points for B2B leaders and what they consider as unique value.
 - Align content to the various stages of a buyers' journey, working with the Head of Marketing to develop an offering of a project tool or outreach programme.
 - Understand and identify the gaps in APM's B2B offering.
 - B2B lead generation to pass onto business development to nurture.

Campaign and industry reporting

- Production of post campaign analysis report to measure campaign effectiveness and ROI.
- Compile management information and reporting to share insight into campaign execution and inform future plans.
- Stays updated on the evolving needs, preferences, and aspirations of the target customers collaborating with UX Team and Business Intelligence Team.
- Use of relevant analytics to gain insight into our current audience to enable clear feedback and intelligence on the use of marketing channels to assist inform developments of the product.
- Provide regular insight to inform and update plans based on industry shifts and updates.

Team and resource management

- Budget management, and attribution of marketing performance to help the Head of Marketing set targets.
- Lead, manage and motivate a high-performing team of product marketing professionals.
- 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.
- Represent marketing on portfolio projects, at both steering and or project level, project dependant.

Key performance measures

- Membership acquisition and retention targets are met or exceeded.
- Corporate Partnership acquisition and retention targets are met or exceeded.
- Qualifications and standards targets are met or exceeded.
- B2B acquisition and penetration targets are met or exceeded.
- Organisational KPIs are met as defined by schedule.
- Accurate weekly and monthly reporting of campaign performance.
- Effective management to the product marketing team is provided.

Person specification – Product 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 product marketing role, preferably within B2B. In-depth experience of executing integrated multi-channel marketing campaigns with a particular focus on digital marketing Analytical experience Experience of managing teams Budget management experience Line management 	
Knowledge	<ul style="list-style-type: none"> In-depth experience and a thorough up-to-date knowledge of marketing campaign management, systems and reporting. 	<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 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 Effective presentation skills Team management, coaching and training 	<ul style="list-style-type: none"> Effective presentation skills Team management, coaching and training

Behaviour / Competency

- Developing and coaching others
- 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