

Job Description

Job Title	Digital Marketing Specialist (Email)	Grade	2
Department	Communications and External Affairs	Reports	0
Reports to	Content 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

To work with the Content Marketing Manager, APM marketing and membership development team, plus a team of external contracted consultants and internal stakeholders to deliver marketing campaigns in support of APM products and services and implement those marketing plans. This role develops, coordinates and manages key digital marketing (email and others) initiatives and strategies on behalf of the Head of Marketing to achieve organisational KPIs against our product and services.

Dimensions & Limits

Decisions relating to the marketing programme are referred to the Head of Marketing.

Key relationships

Internal

- Marketing colleagues (campaigns, brand and design, UX and data performance, content)
- 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:

Confidential

Job Description: Digital Marketing Specialist (Email)

Date: Nov 2024

- 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 creation and delivery

- Create and manage the delivery of email campaigns to APM first party audiences.
 - Distribute email communications to targeted audience segments (including members and non-members)
 - Maintain and create new templates for email communications, monitoring and optimising as necessary
 - Increase membership acquisition and retention with targeted and BAU campaigns
 - Promote and launch new APM products and services via email
 - Assist stakeholders across the organisation via coordinated email campaigns
 - Promote APM discounts and promotions across email to maximise conversions
 - Build and establish life cycles for our members and tailor campaigns accordingly
 - Event promotion and boost conversions via BAU event mailing
 - Create and manage automated campaigns to increase membership, qualifications, ChPP and maximise member benefit adoption rates e.g APM Learning, Mentoring, Community.

Systems expert and email main POC

- Serve as the owner and go to knowledge resource of APM's bulk email system to help APM get the most from the platform, advise colleagues using it effectively and to take ownership of any issues that arise.
 - Monthly meeting with supplier to explore optimisations and developments
 - Proof, amend and approve campaigns created by other users
 - Act as a first port of call for any email related queries
 - Maintain exceptional UX and design best practices to maintain brand quality and TOV across emails
 - Assist with the adoption rate and everyday usability of salesforce integration with relation to scheduling campaigns and audience segmentation strategies.
 - Work with IT and digital teams to support on any technical issues involving the bulk email system as and when they arise
 - Manage any email campaign requests that need to be built to support other areas of the organisation
 - Show a desire to innovate and implement new ideas

Reporting and optimisation

- Use of analysis tools and data including to optimise campaigns, content and better serve our email readers.
- Report on performance and progress of email campaign activity
- Improve the quality of our first party data in partnership with the Marketing Team
- Assist in developing data management capabilities to support improved segmentation and targeting

- Provide recommendation of activities to support marketing objectives

Key performance measures

- Email KPIs are met or exceeded.
- Organisational KPIs are met or exceeded.
- Accurate weekly and monthly reporting of campaign performance.
- Effective support to campaign team is provided, as required.

Person specification – Digital Marketing Specialist (Email)

Attribute	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> • CIM qualified or working towards it • Educated to degree level
Experience	<ul style="list-style-type: none"> • 2 to 3 years experience of working in a marketing department, preferably in a commercial environment • 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"> • Proficient Marketing Cloud • 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 	<ul style="list-style-type: none"> • Effective presentation skills • Team management, coaching and training

	<ul style="list-style-type: none"> • Strong ability to produce clear written documentation • Excellent communication skills – written and verbal • Well developed teamwork skills • Strong organisational skills • Negotiation skills 	
<p>Behaviour / Competency</p>	<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 	