

## Product Marketing Lead – Events, Outreach and Learning

Salary: £32,000- £34,000 per annum (depending on experience)

12-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

An opportunity has arisen for a Product Marketing Lead, to join our busy Marketing team on a fixed term basis.

As the Product Marketing Lead, your core focus will be successfully delivering a schedule of marketing campaigns to promote events, outreach and learning products for APM, tailored to the appropriate target audience and measured against agreed-upon targets and KPIs. Collaborating with the Product Marketing Manager and the marketing and business development teams, as well as a team of external contracted consultants and internal stakeholders, will also be a key aspect of your role. This collaboration aims to ensure that marketing campaigns align with and contribute to meeting our annual targets for our products and services.

### Qualifications (Desirable)

- Educated to degree level
- CIM qualified or working towards it

### Experience

- Experience of working in a marketing department, preferably in a commercial environment
- Experience of executing integrated multi-channel 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
- 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

### Why APM?

We're Association for Project Management (APM). We're united in our aim to help project professionals around the world deliver better projects, setting the highest standards for the industry. Ask our people what's great about working here and the views are unanimous. You'll be joining a community that's friendly and caring. We believe that good communication creates a culture that's open and fair. We ensure everyone at APM, regardless of their role, has a voice and knows they'll be listened to and treated with respect. We see everyone as individuals and champion diversity and

inclusion, both within APM and across the wider project profession. You'll work in a collaborative environment that's thoughtful, considerate and positive. You'll be supported by your team and across departments so, together, we meet the high standards we set ourselves.

**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](mailto: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.**

**At APM we are open to talking about flexible working arrangements and reasonable adjustments please reach out to discuss further.**

***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.

