

## Job Description

<b>Job Title</b>	Product Marketing Lead – Events, Outreach and Learning	<b>Grade</b>	2
<b>Department</b>	Communications and External Affairs	<b>Reports</b>	0
<b>Reports to</b>	Product 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

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.

### Dimensions & Limits

In this role, you'll be responsible for delivering marketing initiatives to drive events and publication sales and disseminate leading APM research and learning content, enhancing the organisations visibility. Major decisions regarding the marketing program, performance management, and HR inquiries will be escalated to the Senior Project Marketing Leads and the Product Marketing Manager.

### 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 creation, delivery and optimisation***

- Delivery of campaigns to drive event and publication sales and disseminate APM leading research and learning content.
  - Work with the Product Marketing Manager and key stakeholders to produce marketing plans the provide visibility on planned activities which are timebound and provide transparency on how targets will be achieved with clear measurable outcomes.
  - 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.

### ***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.
- 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.

### Key performance measures

- Events and publication sales targets are met or exceeded.
- Research and learning content KPIs are met or exceeded, as defined by the campaign.
- Accurate weekly and monthly reporting of campaign performance.

## Person specification – Product Marketing Lead – Events, Outreach and Learning

Attribute	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> <li>• Educated to degree level</li> <li>• CIM qualified or working towards it</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• 2 to 3 years' experience of working in a marketing department, preferably in a commercial environment</li> <li>• Experience of executing integrated multi-channel marketing campaigns with a particular focus on digital marketing</li> <li>• Analytical experience</li> <li>• Budget management experience</li> </ul>	
Knowledge	<ul style="list-style-type: none"> <li>• Experience and a thorough up-to-date knowledge of marketing campaign management, systems and reporting.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the training and development market</li> <li>• Appreciation of the work of a professional body</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Able to plan and use digital media effectively</li> <li>• Ability to build effective business relationships</li> <li>• Analytical ability</li> <li>• Effective PC skills including Word, Excel, PowerPoint</li> <li>• Ability to use CRM database and create reports</li> <li>• Strong ability to produce clear written documentation</li> <li>• Excellent communication skills – written and verbal</li> <li>• Well-developed teamwork skills</li> </ul>	<ul style="list-style-type: none"> <li>• Effective presentation skills</li> <li>• Team management, coaching and training</li> </ul>

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