

## Senior Social Media Specialist

Salary: £35,000 – £37,000 per annum (depending on experience)

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 exciting opportunity has arisen within our Marketing team for a Senior Social Media Specialist.

The successful candidate will oversee APM's social media presence by developing and executing strategies that promote the brand, engage with new and existing audiences, and achieve marketing goals across various social media platforms.

The role holder will be creating and curating content, managing posts, responding to followers, analysing engagement data, and adapting strategies to optimise performance. This role acts as the bridge between our brand and our social community, aiming to build and maintain a positive brand image, foster community engagement, and drive marketing efforts that support broader business objectives.

If you have the skills and experience, we are looking for and a passion for Social Media we would love to hear from you.

### Qualifications

- Educated to degree level in a relevant discipline (e.g. marketing, communications or public relations)

### Experience

- 5 or more years' experience of working in a social media specific role, preferably in a commercial environment
- Strategy creation
- Experience in using analytical tools
- Experience of working on digital projects
- Experience of managing social media across multiple platforms
- Ability to build effective relationships
- Experience of creating data-led reports
- Experience of creating and managing paid ads across multiple social media channels

### Skills

- Effective PC skills including Word, Excel, PowerPoint
- Ability to produce clear written documentation
- Ability to build effective business relationships
- Well-developed presentation skills
- Excellent communication skills – written and verbal
- Well-developed teamwork skills
- Excellent organisational skills
- Desirable skill: Experience with Adobe Suite

## **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.