

Job Description

Job Title	Head of Marketing	Grade	4
Department	Communications & External Affairs	Reports	3
Reports to	Director of Communications and External Affairs		

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 lead a progressive and innovative Marketing function with clear messages, building awareness, understanding and engagement to all stakeholders. The job holder will provide marketing expertise / market intelligence and analysis to the wider organisation targeting and identify growth opportunities.

You will attend key meetings act as internal consultant to represent marketing to shape wider business activity.

Effective leadership of the campaigns and digital team to deliver high value campaigns across a range of media and develop the website interface and content to support delivery of APM's strategy and business plans.

Dimensions & limits

Responsible for the delivery and creation of the APM marketing strategy across all products and services working closely with Heads of Department focused on achieving APM business goals. Responsible for effectively managing 3rd party and agency relationships to develop high value propositions and creatives.

Lead campaigns and digital activity in line with relevant budgets and team and reporting to Head of Membership. Accountable for all marketing activity to drive achievement of budgeted revenue across APM products and services.

Key Relationships

Internal

- Communications and External Affairs Directorate
- CEO & Leadership Team
- All department such as Technology, Portfolio, Membership, Service Innovation, SIGs, Branches and Communities of interest.

External

Confidential

JD - Head of Communications

Date: Oct 23

- External third-party project managers, third party suppliers and contractors including design and media agencies.
- APM corporate partners, training providers and volunteer 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

Strategy and leadership

- Work with the Director of Communications and External Affairs and other stakeholders to develop strategies to improve the value proposition and take up of APM products and services.
- Consult with key stakeholders (external and internal) to shape the marketing strategy, budget and business planning cycle.
- Identify opportunities to reach new market segments and expand market share.
- Overall responsibility of marketing activity working closely across the organisation to manage priorities, ensure consistency and alignment and maximise benefit and impact.
- Responsible for developing and maintaining APM's digital touchpoints (i.e. website) including content, navigation, taxonomy, content design and search engine optimization.
- Work with heads and teams across APM to meet strategy objectives.
- Lead the marketing team and support the development of the wider directorate.

Marketing campaigns and activities

- Leverage the value of the campaign budgets to maximise return on investment and areas of greatest return.
- Focus on activities that get APM closer to its 1, 10, 100 ambitions.
- Responsible for developing and maintaining APM's digital touchpoints (i.e. website) including content, navigation, taxonomy, content design and search engine optimisation.
- Execute on integrated marketing campaigns across a blend of email, print, web, video and social media content to promote awareness and uptake of products/services.
- Effectively identify and work with 3rd parties to produce high value collateral for all products and services building on customer insights to develop the proposition.
- Produce regular reports showing campaign and digital effectiveness, value and impact.
- Retain oversight and ownership of high value and business critical campaigns with some direct delivery of high value/high impact campaigns.
- Work closely with the Head of Business Intelligence to ensure maximum effectiveness of campaigns through effective analysis. Work together on identifying the data of value and how it will be used and interpreted to further improve campaign.

Key responsibilities / accountabilities

Team and resource management

- Budget management, and attribution of marketing performance to help set P&L targets
- Lead, manage and motivate a high-performing team of 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.

Key Performance Measures

- Regularly review and improve value proposition for all products and services.
- Both commercial and non-commercial teams consulted in order to deliver on the wider APM agenda as well as commercial target.
- All work performed against objectives and metrics.
- Team delivers activities to agreed targets and KPIs.
- Truly integrated campaigns that work for different segments and sectors across the available media.
- Clear link to corporate brand and strategy to further strengthen and gain recognition for the brand.
- Increased understanding of campaigns across the leadership team with lessons learnt fed into future activity.
- Deliver to budget and optimise return on investment.

Person Specification – Head of Marketing

Attributes	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> • Educated to degree level or equivalent • CIM qualified or working towards it
Experience	<ul style="list-style-type: none"> • 5 to 7 years' experience of working in a marketing department, preferably in a commercial environment. • Analytical experience 	

	<ul style="list-style-type: none"> • Proven experience of managing and motivating high performing teams. • Budget management experience • Experience of leading a marketing (including digital) function in a complex environment with multiple goals. • Working collaboratively across multiple departments, and managing multiple stakeholders with different priorities • Track record of creating, delivering and evaluating successful integrated marketing campaigns, involving multiple internal and external stakeholders • Experience in using data to inform decisions and attribute marketing to growth 	
<p>Knowledge</p>	<ul style="list-style-type: none"> • In-depth experience and a thorough knowledge of marketing campaign management, systems and reporting • Statistical information and how to present it • Up to date digital marketing knowledge (PPC, SEO) 	<ul style="list-style-type: none"> • Knowledge of the professional education market • Appreciation of the work of a professional body • Knowledge of developing and delivering marketing strategy • User centred design and content design • User experience and heuristics for user interface design
<p>Skills</p>	<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 creative skills • Excellent communication skills – written and verbal • Strong organisational skills 	<ul style="list-style-type: none"> • Negotiation skills • Effective presentation skills

	<ul style="list-style-type: none"> • Team management, coaching and training. 	
Behaviour / competency	<ul style="list-style-type: none"> • Innovative and creative • Developing and coaching others • Analytical thinking and commercial outlook • Excellent communication skills • Customer focus • Interpersonal skills • Planning and organising • Relationship building • Concern for accuracy • Results driven • Technical and professional expertise 	