

Job Description

Job Title	Content Copywriter	Grade	2
Department	Communications and External Affairs	Reports	0
Reports to	Head of Communications		

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

Promote APM and the project profession to new and existing audiences by creating and publishing engaging written content.

Support APM's communications strategy by creating compelling thought-leadership, reports, articles and other written outputs that contribute to a positive narrative for the project profession.

Dimensions & limits

Scope includes autonomy to create and post content to selected sections of APM's website and intranet.

For other changes, this role can make recommendations but needs approval from channel owners (e.g. email or social media) or from line manager.

Key Relationships

Internal

- Communications, Policy and Public Affairs, Marketing, Research, Volunteering and Education Engagement, Events, Commercial partnerships, CEO's Office

External

- APM volunteers, APM Corporate Partners

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

Role: Copywriter and Digital Editor

Version: 1

Date: January 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

Content creation

- Create a broad range of written content that supports APM's communications strategy and the organisation's overall corporate strategy.
 - APM website
 - Thought-leadership articles
 - Digital reports
 - White papers
 - Campaign content
 - Case studies
 - News articles
 - Video scripts
 - Corporate communications
 - Internal communications
 - APM intranet articles
 - Inter-departmental communications
 - Events
 - VIP speeches
 - Summary reports
 - Award entries
 - Print documents
 - PR copy for print media
 - Marketing collateral
- Uphold quality by proofreading content created by other members of APM's Communications team.
- Monitor website analytics and other data sources to determine effectiveness of outputs. Report on findings to inform decision-making.
- Help implement strategy by creating, coordinating and scheduling written outputs across appropriate channels.
- Broaden APM's creative capacity – assist colleagues in the Communications team, wider directorate and other departments by contributing to content that supports shared business goals.
- Serve as a brand champion by adhering to house style for vocabulary, tone of voice and other style elements.

Key responsibilities / accountabilities

Stakeholder management

- Build and maintain relationships with subject matter experts, influential contributors and APM partners.
- Work with content producers (internal and external) to source or commission photography and graphics to accompany written content. Advise on layout to optimise visual design in a manner that adheres to APM brand guidelines to maintain a consistent visual identity.

Projects

- Play a central role in APM's campaign to establish a new professional narrative for the project profession by creating content that powerfully communicates key messages to relevant audiences to change attitudes and behaviours
- Lead or participate in other projects as required, representing the Communications team and providing user-focused editorial expertise

Key Performance Measures

- Create and deliver a schedule of outputs that support strategic goals
- Website analytics
 - Unique page views
 - Time on page
 - Downloads (for downloadable resources)
- Adherence to brand guidelines and visual identity
- Free up capacity for other content creators and reduce requirement for outsourcing by growing the number of people capable of creating editorial content in-house

Person Specification – Copywriter and Digital Editor

Attributes	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to degree level in a relevant discipline (e.g. English, journalism, public relations or creative writing) 	<ul style="list-style-type: none"> • A post-graduate qualification in a written discipline • A communications or marketing-related qualification
Experience	<ul style="list-style-type: none"> • Experience creating a wide variety of written content (short form and long form, online and offline) • Experience working with online Content Management Systems • Experience of creating data-led reports 	<ul style="list-style-type: none"> • Experience of working in an agency, newsroom or publishing environment • Experience of working for a charity or membership organisation

Knowledge	<ul style="list-style-type: none"> • Understanding of SEO principles • Working knowledge of digital marketing principles and techniques 	<ul style="list-style-type: none"> • Understanding of the fundamentals of project management • Appreciation of the work of a professional body
Skills	<ul style="list-style-type: none"> • First-class writing skills <ul style="list-style-type: none"> ○ Able to produce clear, high quality written material that is free from errors ○ Able to write for a variety of audiences, in different styles and formats ○ Able to understand complex ideas and concepts, and turn them into clear, concise outputs ○ Attention to detail • Strong computer skills <ul style="list-style-type: none"> ○ Microsoft suite ○ Task management software (e.g. Asana, Streamtime, etc) ○ CMS systems (e.g. Umbraco, Drupal, etc) • Confident communicator, able to inform and influence at all levels • Able to work to tight deadlines • Well-developed presentation skills • Excellent communication skills – written and verbal • Good teamwork skills • Excellent organisational and time-management skills 	<ul style="list-style-type: none"> • Image editing or graphic design skills such as Adobe Photoshop, Illustrator and InDesign • Experience of creating and editing video • Experience using media monitoring and distribution tools (e.g. Vuelio or Meltwater)
Behaviour / competency	<ul style="list-style-type: none"> • Creative • Natural communicator • Decisive • Shows initiative and is proactive • Relationship-building • Goal/Results-focused 	

	<ul style="list-style-type: none">• Flexible/Adaptable• Able to multi-task	
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