

Product Marketing Manager

Salary: £42,000.00 - £46,000.00 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

We're seeking a dynamic Product Marketing Manager to join our team in this newly created role. The main responsibility of this role revolves around leading the product marketing initiatives with a focus on operational efficiency. You'll take charge of crucial B2B marketing initiatives to drive membership, qualifications, and business goals, enhancing the organisations visibility. In collaboration with key business areas, you will also play an essential role in articulating and promoting APM's value and message in existing and new markets.

You'll be tasked with overseeing the daily functions of the product marketing team and budget, ensuring the effective execution of marketing strategies. The successful candidate will strategically allocate resources to ensure timely, well-organised campaigns with comprehensive reporting to help shape decisions that elevate our brand and foster long-term growth.

Qualifications

- Educated to degree level

Experience and knowledge

- 5 years'+ experience of working in a product marketing role, preferably within B2B.
- In-depth experience of executing integrated multi-channel marketing campaigns with a particular focus on digital marketing
- Analytical experience
- Experience of managing teams
- Budget management experience
- Line management

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
- Effective presentation skills
- Team management, coaching and training

Why APM?

APM is chartered. We're the only chartered organisation representing the project profession, anywhere in the world. We know that better project delivery is about achieving your desired outcome. We believe that doing so is about so much more than process alone. We're champions of the new. There has never been a more important time for debate, so naturally we're at the heart and helm of that too. In a complex and shifting world, we're helping the project profession deliver better.

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

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

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.