

Head of Marketing (Maternity Cover 8-Month Fixed Term Contract, with potential extension depending on when the role holder returns)

Salary: £62,000 – £66,000 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

We have an exciting opportunity for a Head of Marketing to join our dynamic team on a 8-month maternity cover contract, with the potential for this to be extended beyond the initial term.

The role holder will lead a progressive and innovative Marketing function building awareness, understanding and engagement to all stakeholders.

The successful candidate will be the marketing expert at APM, targeting and identifying growth opportunities wherever possible.

You will be responsible for the delivery of the APM marketing strategy across all products and services, working closely with other Heads of Department to achieve APM's business goals.

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

Qualifications (desirable)

- Educated to degree level or equivalent
- CIM qualified or working towards it

Experience

- Ideally 7-10 years' experience of working in a marketing department, preferably in a commercial environment.
- Analytical experience
- Proven experience of managing and motivating high performing teams.
- Budget management experience
- Experience of leading a marketing (including digital marketing) 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

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 creative skills
- Excellent communication skills – written and verbal
- Strong organisational skills
- Team management, coaching and training.

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 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.



