

Role Profile – Communications Ambassador

CIM regional objectives and target audience	<p>Early career stage - to encourage students at universities and business schools to consider marketing as a career choice and engage with CIM qualifications</p> <p>Mid-career stage - to develop appropriate activities focussed on affiliate and studying member support and engagement Route to chartered?</p> <p>Mid-career stage and senior marketers -To provide a range of activities and networking events to enhance CIM’s membership proposition for current and potential members both studying & professional and non-members.</p> <p>Mid-career stage and senior marketers - to raise awareness of CIM key activities among key stakeholders support relationships with those and key partnerships developed by CIM.</p>
Key responsibilities	<ul style="list-style-type: none"> • This role involves content marketing; curating and creating content for the Region/Sector Interest Groups. website, eNewsletter, social media and other channels. • Work closely with Events Ambassador to promote event ticket sales. • The Communications Ambassador is also a point of contact for the CIM PR and Communications team. • Contribute to communications strategy and planning • Implement communications plan • Contribute personally to [Region/ Sector Interest Group] blog, news articles and other online content • Commission and edit content submitted by contributors • Liaison with Events Ambassador to promote events programme using [Region/ Sector Interest Group] website, eNewsletter, owned social media and other social networks both pre, during and post events. • Liaison with Education Ambassador and student volunteer teams at Accredited Degree Partner Universities to promote CIM Marketing Club activities etc. • Liaison with other [Region/ Sector Interest Group] Ambassadors, including where appropriate Mentoring and Education, to ensure these non-event activities are also featured extensively online • Implement CIM social media Engagement Guidelines for volunteer contributors to blogs and social media and help police compliance
Target audience	Based on career stage model, but to be defined and agreed with the individual Ambassador.
Relationship	Reports to Chair or Vice Chair.
Relationships	<ul style="list-style-type: none"> • Chair • Vice Chair • Education Ambassador • Events Ambassador • CIM Marketing Community Manager • CIM Events Team • CIM Volunteer Partnership Team • CIM PR and Communications Team • Student Ambassador
Qualities and experience	<ul style="list-style-type: none"> • Experienced marketing practitioner. • Knowledge of business support services and organisations. • Well-connected within the sector. • Desire and motivation to work with stakeholders to build a marketing community.
Term of office and commitments	<ul style="list-style-type: none"> • Appointed by the Regional Chair/Vice Chair/ Marketing Community Manager. • Up to 3-year term. • The term of office for Ambassadors can be reviewed annually by the Regional Group. • Attend quarterly Regional Group meetings. • Average time required 2- 3 hrs per week.