

Role Profile – Education 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"> • Promoting careers in marketing, CIM qualifications and CIM Marketing Club to undergraduate, postgraduate and apprenticeship students at CIM Accredited Degree Partner universities. • Raising awareness and interest in the educational opportunities offered by the CIM. • Attend scheduled Education Ambassador meetings to receive updates on CIM initiatives as well as networking with other key stakeholders. • Engaging with contacts at the accredited universities to build relationships and communicate CIM's education initiatives such as The Pitch, Marketing Club etc. • Being the point of contact for the Student Representatives and supporting them by sharing content to enable them to promote the Marketing Club, regional events and employability initiatives on campus. • Acting as the conduit between the CIM Learner Partnerships Team and the Student Representatives and student groups at selected Accredited Degree Partner universities. • Creating and sharing content on 'The Pitch' student competition, CIM Marketing Club and CIM initiatives such as employability webinars/workshops on social channels. • Represent CIM at university awards/presentations (where possible).
Qualities and experience	<ul style="list-style-type: none"> • Experienced marketing practitioner ideally working in Higher or Further Education. • Well-connected with links to the Higher or Further Education sector if possible. • Desire and motivation to work with CIM stakeholders to build relationships within the Higher and Further Education community. • Strong communication and networking skills. • Ability to work independently and manage time effectively.
Target Audience	<ul style="list-style-type: none"> • Select Accredited Degree Partner universities – key contacts to be confirmed by the Learner Partnership Team.
Key relationships	<ul style="list-style-type: none"> • Committee members • CIM Learner Partnership Team • CIM Marketing Community Manager • Student Representatives • CIM Events Team • CIM Volunteer Partnership Team • CIM PR and Communications Team
Additional relationships	<ul style="list-style-type: none"> • Accredited Degree Partners • Senior academics • Employability teams • University students and apprenticeship students
Term of office and commitments	<ul style="list-style-type: none"> • Appointed by the Chair/Marketing Community Manager/Learner Partnership Team. • Up to 3-year term. • The term of office for Ambassadors can be reviewed annually by the Chair. • Attend quarterly Committee meetings. • Average time required 2- 3 hrs per week.