

Role Profile – Education Ambassador (International)

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 promoting careers in marketing, CIM qualifications and CIM membership to undergraduate and postgraduate students at CIM accredited universities in the Region. • The Education Ambassador will also be a point of contact for the CIM Learner Partnerships team.
Main tasks	<ul style="list-style-type: none"> • Promote careers in marketing, CIM qualifications and CIM membership to undergraduate and postgraduate students • Recruit and support student volunteer teams at selected Accredited Degree Partner universities – to promote CIM Marketing Club activities • Promote ‘The Pitch’ student competition • Represent CIM at university student inductions • Attend university careers events • Working with the Learner Partnership Manager to develop and support activities with Strategic Partner and engaging Accredited Degree Partner universities • Working with Chair/Vice Chair/UK Community Lead/Learner Partnership Manager to develop a programme of talks at Accredited Degree Partner universities.
Target audience	Based on career stage model, but to be defined and agreed with the individual Ambassador.
Relationship	Reports to Chair or Vice Chair.
Key relationships	<ul style="list-style-type: none"> • Chair • Vice Chair • Communications Ambassador • Events Ambassador • CIM Marketing Community Manager • CIM Learning Partnership Team • CIM Events Team • CIM Volunteer Partnership Team • CIM PR and Communications Team
Additional relationships	<ul style="list-style-type: none"> • Accredited Degree Partner • Senior academics • Employability teams • Other managers • Students
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 Chair/Vice Chair/ Marketing Community Manager. • 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.