

Role Profile – Events Ambassador

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| 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 the planning (topic/speaker/format/timing/location) and organisation of an annual events programme for the Region/Sector Interest Groups. • Liaising with the CIM Events Team to list and promote events. • Pre-event administration and event management. • Liaising with the Communications Ambassador to promote events and ticket sales. • Liaise with Education Ambassador to promote events via partners i.e. Higher Education Universities. • Work with CIM UK Community Lead and CIM Learner Partnership Managers to agree relevant venues amongst CIM Partners. • Speaker research, selection, negotiation, administration • Venue research, selection, negotiation, liaison prior to event and on the day • Audio visual and catering arrangements • Sell sponsorship and exhibitor space if applicable • Complete Event Creation Forms (ECF) and submit to the CIM UK Community Lead for approval • Management of events team at planned events • Customer satisfaction rating per event 4.3 or above |
| Target audience | <p>Based on career stage model, but to be defined and agreed with the individual Ambassador.</p> |
| Key Relationships | <ul style="list-style-type: none"> • Chair • Vice Chair • Communications Ambassador • Education Ambassador • CIM Marketing Community Manager • CIM Events Team • CIM UK Community Lead • CIM PR and Communications Team |
| Relationship | <p>Reports to Chair or Vice Chair.</p> |
| 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/CIM UK Community Lead. • Up to 3-year term. • The term of office for Ambassadors can be reviewed annually by the Chair. • Attend quarterly Committee Group meetings. • Average time required 2- 3 hrs per week. |