

## Role Profile – Communications Ambassador

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