



The Value of Chartership Report

April 2022

A large graphic on the left side of the page, featuring a series of diagonal stripes in shades of purple and blue, set against a red background that transitions from dark purple at the top to bright red at the bottom.

A study into the growing importance of chartership and CPD in the public relations and marketing industries.

1. Introduction

The professions – particularly those in professional and business services – have been facing several threats in recent years. At a time when automation continues to encroach on skilled roles, the rise of populism, fuelled by social media, has seen a denigration of experts and low levels of trust.

In early 2020 the Professional Association Research Network (PARN) published their ‘Perceptions of Professionalism’ report exploring what the public thinks of professionals and how professionals in different industries view each other.

It found low levels of public trust across all professions including doctors (24%), accountants (22%), lawyers (16%), and engineers (15%). Public relations practitioners had a trustworthiness score of 11%. Most industries saw these figures rise when fellow professionals were asked to rate the trustworthiness of those in other professions including doctors (35%), accountants (27%), lawyers (19%), and engineers (20%). The figure for PR professionals dropped to 8%. A separate study of trust in the professions from 2016 found only 3% of the public consider marketers to be trustworthy.

The impact of a lack of trust goes beyond business performance. PARN defines the aim of a professional body as “to maintain and develop professionalism, thereby securing high quality professional services for society”. Society can only benefit from those who have dedicated themselves to developing their expertise if they are trusted. The public are clear about how this can be addressed.

1. Introduction

65%

of the public trust professionals who are part of a professional body

The PARN report finds two-thirds (65%) would trust a professional more if they knew they were a member of a professional body. Nearly half (48%) of the public have checked whether someone offering services to them belonged to a professional body. And the majority (71%) would trust a professional more if they knew they were a chartered professional practitioner. So for those working in marketing and public relations, chartership must be more than a business development opportunity -it raises standards for the benefit of whole industries.

48%

of the public check who is part of a professional body

71%

of the public would trust a chartered practitioner more

The Chartered Institute of Marketing (CIM) and the Chartered Institute of Public Relations (CIPR) exist to develop professional standards amongst their members and to advocate the social value and importance of their work. Both bodies represent relatively new, formally recognised disciplines. The CIM received its Royal Charter in 1989 and the CIPR was granted chartered status in 2005. However only 10% of CIM's membership and 5% of CIPR's membership are chartered. Many more who work within the respective professions fall outside of membership completely.

This report from the CIM and CIPR explores the experiences of their chartered members by looking at the impact of becoming chartered and committing to continuing professional development (CPD) has had on their careers and on their confidence. At a time of economic and social uncertainty, chartership may play a crucial role in how those working in marketing and PR are viewed and trusted, now and in the future.

2. Methodology

311 practitioners took the survey with 273 completions and 38 partial completions between October 20 and November 30, 2021.

All responses are captured in the tables and graphs in this report. Both bodies shared the survey with only their chartered members via email. It was not shared publicly.

Responses were broken down by membership as follows:

CIPR → 64.1%

CIM → 30.4%

Both → 5.5%

3. Executive Summary

Marketing and public relations are two industries with no barriers to entry or requirements to become chartered or professionally qualified to operate. Indeed, most of those in the industry are not members of their respective professional bodies, and most members of the CIM and CIPR are not individually chartered. It is therefore unsurprising that the respect individual chartered status holds is lower than in sectors such as engineering or accountancy. However, respondents consider that this is improving - when asked how those levels of respect compare to 10 years ago, 40% believe it has improved.

Chartered practitioners are unambiguous about the value they attach to their chartered status. Three-quarters, if asked, would say it is an important step for those in the industry to take. They cite the respect, sense of personal achievement, and recognition their professional status has given them. There is some evidence that, for some, chartership has also delivered more tangible benefits, with a small number saying it has helped them claim higher salaries or retain and win new clients.

In industries that are constantly evolving with technological advancements and emerging social pressures, there is an almost unanimous agreement that demonstrating a commitment to continuing professional development (CPD) is a crucial part of the job.

4. CEO views



Chris Daly
CEO CIM



Alastair McCapra
CEO CIPR

This survey gives us valuable insight into the motivations and the mindset of people who choose to become chartered in marketing and public relations. The findings provide a clear picture to employers and recruiters about the value that can be unlocked by having these people on your team.

For Employers

With ‘the great resignation’ well underway, employers are looking for cost-effective ways of retaining their best staff. There is always a concern that supporting development of key staff may just accelerate their departure, but this research shows that chartered practitioners are not primarily focused on getting a new job or increasing their earnings. They undertake the chartered assessment because they want to do the best possible job they can. They are mindful, committed professionals who take their own development very seriously and will also support those around them to grow and develop their skills. Marketers and PR professionals are assessed on leadership, strategy and ethics, so they make a key contribution to their comms/marketing team and to the wider organisation. As an employer you have much to gain by encouraging your staff to become chartered.

4. CEO views

For Recruiters

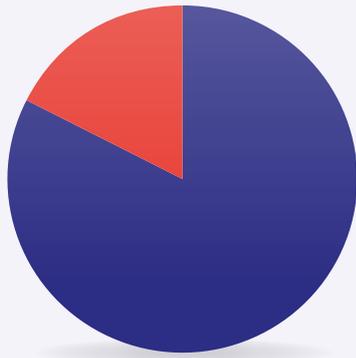
While finding a new job is not the motivation to become chartered, there are certainly chartered practitioners looking for new roles at the moment. What do chartered practitioners do that others don't? If you want to future-proof your organisation you're looking for people who are adaptable and capable of taking on new challenges. Chartered Practitioners are critical thinkers, flexible in their approach but firm in their ethical stance. They can lead specialist or multi-functional teams, work strategically as well as tactically, and having them on board reduces your risk profile as they know the importance of working with accountability and integrity.

For Candidates

If you are thinking about becoming chartered, this survey tells you about the outlook of those who have gone before you. They place great emphasis on thinking deeply about what they do, making choices between different strategies and always bearing in mind the ethical dimension of their work. They are a highly valuable network who will share advice and insights with you as your career develops. They are proud of what they have achieved and keen to share it with others – they will support you as you prepare for assessment and welcome you when you earn the distinction of chartered status.

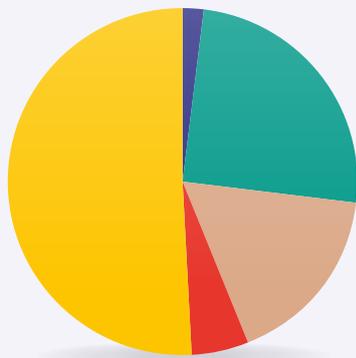
5. Key Findings

Demographics



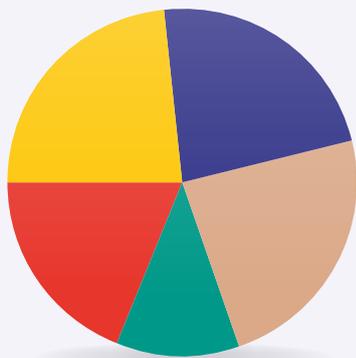
- Outside the UK 17.68%
- The UK 82.32%

Level of seniority



- Intern / Trainee / Assistant / Exec 1.61%
- Officer / Account Exec / Consultant 5.14%
- Manager 17.04%
- Head of / Associate Director 25.08%
- Director / Partner / Founder / Managing Director 51.13%

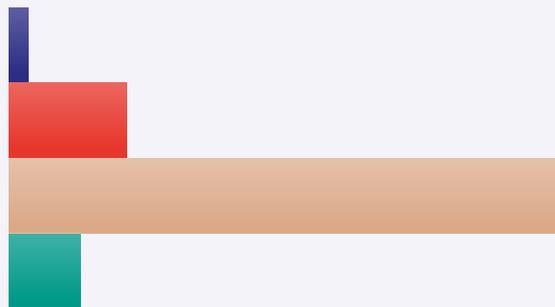
Organisation type



- I work in-house in the private sector 22.83%
- I work in-house in the public sector 23.47%
- I work in-house for a not-for-profit organisation / NGO 11.58%
- In work in a consultancy / agency 18.65%
- I am an independent practitioner 23.47%

5. Key Findings

View on chartership



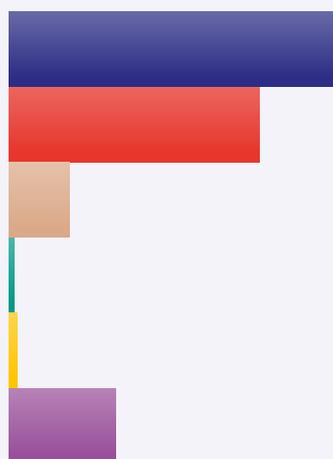
How respected do you believe the role of Chartered Marketer / Public Relations Practitioner is compared to other Chartered professional roles such as accountancy or engineering?

- More respected than other professions **2.54%**
- Equally respected **15.58%**
- Less respected than other professionals **72.46%**
- Don't know **9.42%**



Do you believe the status of Chartered Marketer/Public Relations Practitioner has changed over the last 10 years compared to other Chartered professional roles such as accountancy or engineering?

- There is less respect **7.25%**
- There has been no change **53.26%**
- There is more respect **39.49%**



If someone asked you if there was a value in getting chartered, would you tell them it's:

- Very important **43.12%**
- Fairly important **32.97%**
- Not really important **7.97%**
- Not important at all **0.72%**
- Don't know **1.09%**
- Other (please specify) **14.13%**

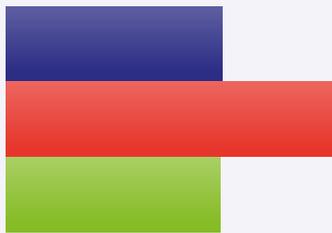
5. Key Findings

Impact of chartership

Respondents were asked to rate the importance of the following factors when becoming chartered.

Rank

1	Sense of personal achievement
2	Recognition within the profession
3	Recognition by other professionals/professions
4	Respect amongst peers
5	Importance of evidencing ethical practice
6	Career progression
7	Importance of demonstrating a commitment to CPD

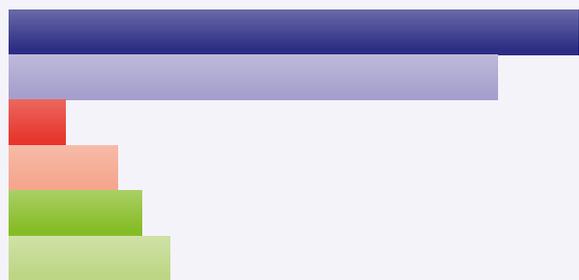


Has chartership status helped your career progression?



5. Key Findings

Those in client-facing and in-house roles were asked about the impact chartered status had on their role.



Does being able to use chartered designatory letters after your name help you stand out from other practitioners?

- In house**
 - Yes 75%
 - No 7.5%
 - Don't know 17.5%
- In a client facing role**
 - Yes 64.38%
 - No 14.37%
 - Don't know 21.25%



Does being able to use chartered designatory letters after your name help you demonstrate your experience and success?

- In house**
 - Yes 81.67%
 - No 6.67%
 - Don't know 11.67%
- In a client facing role**
 - Yes 76.25%
 - No 9.38%
 - Don't know 14.37%



Does being able to use chartered designatory letters after your name help secure media opportunities / speaking events?

- In house**
 - Yes 18.33%
 - No 50%
 - Don't know 31.67%
- In a client facing role**
 - Yes 13.75%
 - No 44.38%
 - Don't know 41.88%

5. Key Findings

Those in client-facing were asked about the impact chartered status had on their roles.



Does being able to use chartered designatory letters after your name help you win new business?

- Yes 31.67%
- No 24.17%
- Don't know 44.17%



Does being able to use chartered designatory letters after your name help you retain clients?

- Yes 23.33%
- No 36.67%
- Don't know 40%

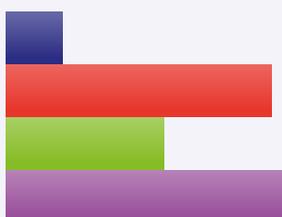
Those in client-facing roles were asked whether they have been able to command a higher salary or increase their rates as a result of being Chartered.



Have you been able to command a higher salary or increase your rates as a result of being chartered?

- Yes 15%
- No 68.21%
- Don't know 16.79%

Those in client-facing roles were asked about the impact their chartered status has had when working internationally.

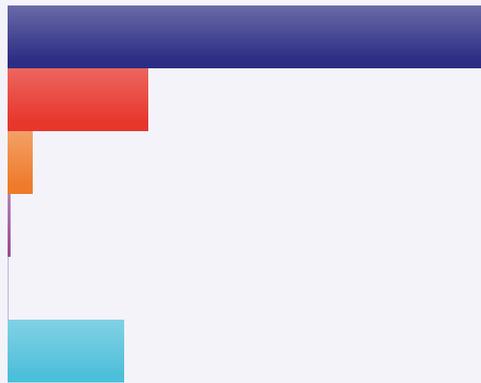


Has being chartered helped you recruit and/or retain overseas clients?

- Yes 7.5%
- No 35%
- Don't know 20.83%
- Not applicable 36.67%

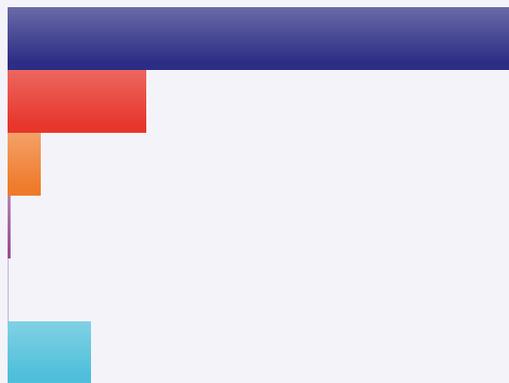
5. Key Findings

CPD



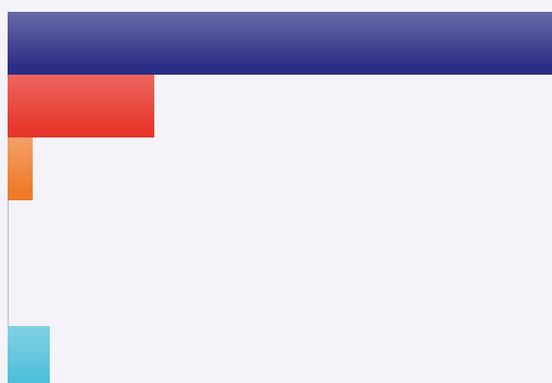
How important is it to you to show a commitment to CPD?

- Very important **62.68%**
- Fairly important **18.48%**
- Not really important **3.26%**
- Not at all **0.36%**
- Don't know **0%**
- Please elaborate and / or suggest other options **15.22%**



How important is committing to CPD for your own development?

- Very important **66.3%**
- Fairly important **18.12%**
- Not really important **4.35%**
- Not at all **0.36%**
- Not at all **0%**
- Please elaborate and / or suggest other options **10.87%**



How important is it to your role that you review and upskill yourself on a regular basis?

- Very important **72.1%**
- Fairly important **19.2%**
- Not really important **3.26%**
- Not at all **0%**
- Don't know **0%**
- Other (please specify) **5.43%**

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