As a student volunteer, you will be responsible for promoting The Chartered Institute of Marketing and our products and qualifications, as well as the great opportunities offered by a career in marketing to student networks at your university.

You will be expected to:

To increase awareness of the CIM and the CIM Marketing Club

To investigate the key methods of contact to reach out to students on your campus, e.g. email, magazine, newspaper, radio, website, blogs, social media Promote and review CIM Marketing Club events

Share CIM generated content and campaigns topical marketing articles/blogs/research, the benefits of student membership, marketing qualifications and the CIM Accredited Degree programme/exemptions. See Content Plan Overview.

Assist CIM members at careers fairs, networking, presentations and skills sessions.

The activities undertaken by Student Volunteers will be guided by the CIM Regional Ambassador and Communications Ambassador.

The Communications Ambassador will supply the CIM content that is to be shared and advise which media channels to use (Content Plan overview below)

The role and the hours of work will vary dependent on the university and the individual undertaking the job but on average you could do up to 20 hours per term.

The role is for a full academic year.

Gaining insights on latest marketing thinking, trends and techniques Learning from experienced marketing practitioners Acquiring and developing digital skills Each volunteer will receive CIM Student Volunteer Certificate

## Skills needed

Bags of enthusiasm, a passion for marketing, honed social media skills, good with words, and great communication skills. The right attitude will take you far!