# To CIM Jersey Members

20 August 2015

Dear Member

### CIM Marketing Shadow Scheme 2015/16

On behalf of the CIM Committee, Jersey Branch, I am very pleased to inform you of the launch of the 2015/16 Marketing Shadow Scheme and to encourage you to participate as a professional marketer.

As you might recall, the Scheme gives Year 12/13 (6th Form) students and university students the opportunity to experience what it is really like to work in Marketing by partnering with a professional marketer for a shadow placement lasting 2, 3 or 5 days. Once again the placement will be held during school vacation time at a time to be agreed between the student and you, the professional marketer.

The aims of the Scheme are threefold:

1. To give students an insight into how Marketing operates as a professional discipline.
2. To develop the quality of job shadowing experience available locally for the Marketing profession.
3. To identify promising marketers of the future.

The commitments from each party will be as follows:

#### CIM Jersey Branch

* Will invite and recruit a group of professional marketers.
* In partnership with Careers Jersey, will select, screen and recruit suitable Year 12/13 students to participate in the Scheme.
* Will match selected students to available marketers.
* Will support both marketers and students to ensure that they get the most from the Scheme.

#### Careers Jersey,

* Will administer the Scheme.
* Will promote the Scheme, via the careers teachers, to all Year 12/13 students.
* In partnership with the CIM Committee, will select, screen and recruit suitable Year 12/13 students to participate in the Scheme.
* Will support students to ensure they get the most from the Scheme.

#### Students

* Will apply to participate in the Scheme and must satisfactorily complete a selection interview with representatives from the CIM Committee and Jersey Careers.
* Must agree to be bound by any special conditions required by the professional marketer and his/her company e.g. confidentiality agreements.
* Will produce a short report, which may be part of their formal coursework, at the end of the placement.

#### Professional Marketers

* Will need to dedicate the time to have a student ‘shadow’ them for between 2 and 5 days, allowing them access to as much of their role as possible.
* Will need to engage the support of their organisation as a participating professional marketer.
* Will write a brief assessment reference for the Student Shadow upon completion of their placement.
* Can claim up to 5 hours CIM CPD for taking part in the scheme.

#### Timing

We appreciate that professional marketers are busy people and the Scheme has therefore been designed to be as flexible as possible. The shadow placement can take place from the first half term of the year right though to the end of the School summer holiday in August 2016.

From the success of previous year’s programmes, we remain very excited about this Scheme and believe it has huge potential for students and marketers alike. As we work to develop and build the professional status of Marketing as a core business discipline, it is vital that we link into the Education system so that potential students have the opportunity to experience first hand, the role of Marketing within business.

If you are interested in participating in the Scheme, please let us know by either completing the accompanying form, or by emailing your details to journeauxmm@gmail.com

Many thanks, and very best regards,

**Steve Cartwright DipM FCIM**

**Chairman**

**CIM Committee, Jersey Branch**