



# Role profile

<b>Job title</b>	Business and Marketing Support Apprentice	
<b>Role family</b>	<b>Management responsibility:</b>	
Global Student Recruitment & Marketing Team - LPD	Does this role have management responsibility for others? No	Team contributor
<b>Overall purpose of role</b>		
<p>Support in delivering global student recruitment and marketing activity in the UK as well as outside of the UK, specifically targeting the growing number of International Students studying in the UK.</p> <p>Supporting the Global Student Recruitment Manager in identifying opportunities and implementing initiatives, which will increase ICAEW's profile outside of the UK.</p> <p>Providing support to the global student recruitment team enabling them to meet their strategic and tactical objectives more effectively.</p>		
<b>Main responsibilities of role</b>		
<ul style="list-style-type: none"> <li>• Setting up and attending events at universities and schools which target international students.</li> <li>• Being a point of contact for universities and students who have enquiries.</li> <li>• Keep systems updated with relevant information from entries to competitions, newsletter sign-ups and registrations for events. Cleanse data so that information stays up to date, relevant and compliant with data protection laws</li> <li>• Supporting with the production of marketing collateral such as brochures, emails, presentations, guides, magazines and web content. This may include drafting copy for review, proof reading and uploading content.</li> <li>• Undertake competitor research, across key markets, to include in regular reviews</li> <li>• Support team with collating information for monthly reports and dashboards</li> <li>• Directing and managing customer enquiries in shared inboxes such as CRM</li> <li>• Keeping team intranet page, organisational chart and contact details up-to-date</li> <li>• Support with mentor/volunteer matching and coordination</li> <li>• Scheduling social media activity and responding to queries</li> <li>• Provide event support to BDMs for country specific events, managing guest lists</li> <li>• Specific duties will vary from time-to-time in line with the business needs</li> </ul>		

- Supporting the team with general admin such as (raising POs and processing invoices, organising marketing material, stands, goodies for events, support meetings with booking rooms, organising conference calls and minute taking and setting up webinars).

## **ICAEW values – all staff are expected to work to these values**

The 3 i's – Initiative Insight and Integrity

The 3 i's are the values that drive our attitude and approach to working at ICAEW, along with our ways of working being agile, collaborative and innovative.

### **Initiative**

- Actively collaborating to identify needs and look for innovative solutions.
- Bring together different groups and communities to work together.
- Empowering people to be agile, so they can take ownership and harness the collective efforts of ICAEW in a flexible and responsive way.

### **Insight**

- Actively gathering insights to develop innovative and considered thought.
- Collaborating with our networks to voice different perspectives and insights internally and externally to stimulate discussion and debate.
- Being agile in finding new and timely ways to provide understanding and insight to our members, organisations and government

### **Integrity**

- Acting with transparency, consistency and openness as Integrity underpins all activity we undertake.
- Standing by your principles to adhere to the highest professional standards even when facing adversity.
- Doing the right thing, even when no one is looking.

## **Candidate profile**

- GCSE or equivalent in Maths and English, C or above
- Good communication skills (oral and written)
- Good IT skills, including Word and Excel essential
- Excellent attention to detail
- Strong planning and organisation skills
- Some experience of copy writing preferred
- Interest in student recruitment and/or marketing and/or business development