

# The Marketors' Mentoring Programme

**Jarmila Yu**

Freeman, Worshipful Company of Marketors & City of London



W O R S H I P F U L  
C O M P A N Y *of*  
M A R K E T O R S

# Agenda

- About The Worshipful Company of Marketors
- WCM Mentoring Programme at the SoBM at RHUL
- Meet the Mentors
- How to Apply
- RHUL Careers Service Support

**The Marketors' Mentoring Programme**

Interested in a career in Marketing?

Not sure which career path to take?

Find out more: 8 Nov, 4-5pm, Founders Lecture Theatre

**APPLICATIONS OPEN NOW**

**MORE INFO ON MOODLE**

Up to six one to one sessions with a highly qualified member of the WCM are available, and for anyone not matched up, you'll be offered a place in a group mentoring session.

WORSHIPFUL COMPANY OF MARKETORS

Mentoring Programme Handbook

WORSHIPFUL COMPANY OF MARKETORS

**MENTOR PROGRAMME**

School of Business and Management

**The Marketors' Mentoring Programme**

Step ahead into a marketing career

Interested in a career in Marketing?

Not sure which career path to take?

Find out more: 8 Nov, 4-5pm, Founders Lecture Theatre

**APPLY TODAY**

Are you interested in a career in marketing? You now have the opportunity to sign up to a competitive mentorship scheme developed especially for School of Business and Management students.

Up to six one to one sessions with a highly qualified marketing expert from the Worshipful Company of Marketors are available, and for anyone not matched up, you'll be offered a place in a group mentoring session.

SCAN ME

WORSHIPFUL COMPANY OF MARKETORS

# The Worshipful Company of Marketors

We are a unique community which enables marketing professionals to enrich their lives and careers through fellowship, connections and experiences, together with the opportunity to give back.



# Positioning Statement

## Who we are

The City Livery Company for Marketing professionals.

## Who we're for

Members who demonstrate they have achieved, or are on their way to achieving, mastery and excellence in marketing and who align with our purpose.

# Marketors Company Values

## Our founding principle

Marketing benefits everyone.

## Our belief

We believe in the power of marketing to deliver economic and social good.



# Marketors Company Aims

*The four Company Aims align with the four 'Cs' of livery life.*



# The Worshipful Company of Marketors

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<b>AIM 1 Livery</b>	<b>AIM 2 Marketing</b>	<b>AIM 3 Fellowship</b>	<b>AIM 4 Give back</b>
Serving the civic City and upholding livery traditions.	Marketing practitioner and educational leadership and excellence.	Attracting, supporting and involving our members.	Improving society through charitable giving and marketing-led outreach.
<b>City</b>	<b>Craft</b>	<b>Company</b>	<b>Charity</b>



# Marketers' Sponsors

**Jarmila Yu**, RHUL alumna, Chair of the International Advisory Board at the RHUL SoBM & external liaison for the Marketers' Mentoring Programme.



*“Having seen the ongoing success of the Marketers’ Mentoring Programme, I am simply thrilled to be able to now bring it to Royal Holloway. This mentoring programme is deeply meaningful not only as a way for the marketing profession to better support and attract new talent into the industry, but also to bring additional personal fulfilment, satisfaction and success to both the mentee and mentor. Royal Holloway continues to inspire students into the marketing profession but it’s often hard to break into an industry going straight out of education. This programme is a valuable way members at the WCM play an important role in helping the new generation of marketers embark on successful careers in marketing.”*



# Marketers' Sponsors

**Peter Rosenvinge**, Court Assistant and Chair of the Mentoring Committee at the Worshipful Company of Marketers.



*"I am very proud of my fellow Marketers' commitment to seek ways to support the integrity of the marketing profession, and in particular to find ways to contribute towards attracting talent into the industry, which strengthens our legacy. I am delighted that we are able to add Royal Holloway School of Business and Management to the select group of education institutions that we support by providing mentors. The generosity of our mentors to give back goes right to the heart of why the Marketers exist."*

# Meet the Mentors



**Bob Burgess**



**Jarmila Yu**



**Kevin Harris**



**Matt Antos-Lewis**



**Nicky Oliver**

# Purpose

The purpose is to help talented individuals – especially those interested in a career in marketing – to develop their understanding about marketing careers. It offers a high-level, confidential mentoring service to students, to aid their marketing career path decision-making, and improve their job search approach and application skills.



# Benefits of Career Mentoring



## To the Mentee it helps them

- ✓ Build their confidence
- ✓ Bring them clarity
- ✓ Identify their purpose
- ✓ Be and act with authenticity
- ✓ Build their personal brand
- ✓ Improve their profile
- ✓ Discover what employers look for
- ✓ Think differently about the world of work
- ✓ Build their networks
- ✓ Learn about networking
- ✓ Be signposted to professional development
- ✓ Aid their smarter job searching
- ✓ Plan their career moves
- ✓ Support their job promotion goals
- ✓ Feel connected and supported, knowing there is someone routing for you!

## To the Mentor it helps them

- ✓ Boost their confidence
- ✓ Align with their purpose
- ✓ Provide them with a give-back opportunity
- ✓ Leave a legacy
- ✓ Reinforce their personal brand
- ✓ Raise their profile
- ✓ Sharpen their mentoring and interpersonal skills
- ✓ Refresh their knowledge of professional development
- ✓ Reconnect with their professional bodies
- ✓ Build their networks
- ✓ Get fresh perspectives outside their bubble
- ✓ Share their networks
- ✓ Feel personally and professionally fulfilled and satisfied, as you see your mentee develop, grow and succeed!

# #mentoringmatters

# Timeline

Programme Launch	October 27 <sup>th</sup> 2023
Applications Open	November 2023
Student & Mentor Matching	December 2023
Mentoring Sessions Start	January 2024
Mentoring Sessions Complete	June 2024
* If matched 6 x 1 hour 1:1 mentoring sessions	
** If unmatched 3 x 1 hour 1:many mentoring sessions	

# How to Apply

[More info here](#)

& Apply via the QR Code





# RHUL Executive Sponsors



**Professor Julie Sanders**, Vice-Chancellor and Principal.

*“We are committed to our students at Royal Holloway acquiring the skills they need to give them choice and opportunity now and into the future. This mentoring scheme is a wonderful example of this idea in action.”*

# RHUL Executive Sponsors

**Dr Lucy Gill-Simmen**, Vice-Dean for Education & Student Experience in the School of Business and Management, Senior Lecturer in Marketing, and the internal liaison in the School for the mentoring programme.

*“I am absolutely delighted to be working with, and to be championing this mentoring scheme with WCM. To offer our students such a unique opportunity to benefit from the guidance of such high-calibre Marketing professionals and to tap into their expertise is a gift. This is just the beginning, and I am so excited to see where this leads our students as they set out on their journeys to landing their dream job.”*



# RHUL Careers Sponsor

**Georgina Lindsay**, Careers Consultant for the School of Business and Management.



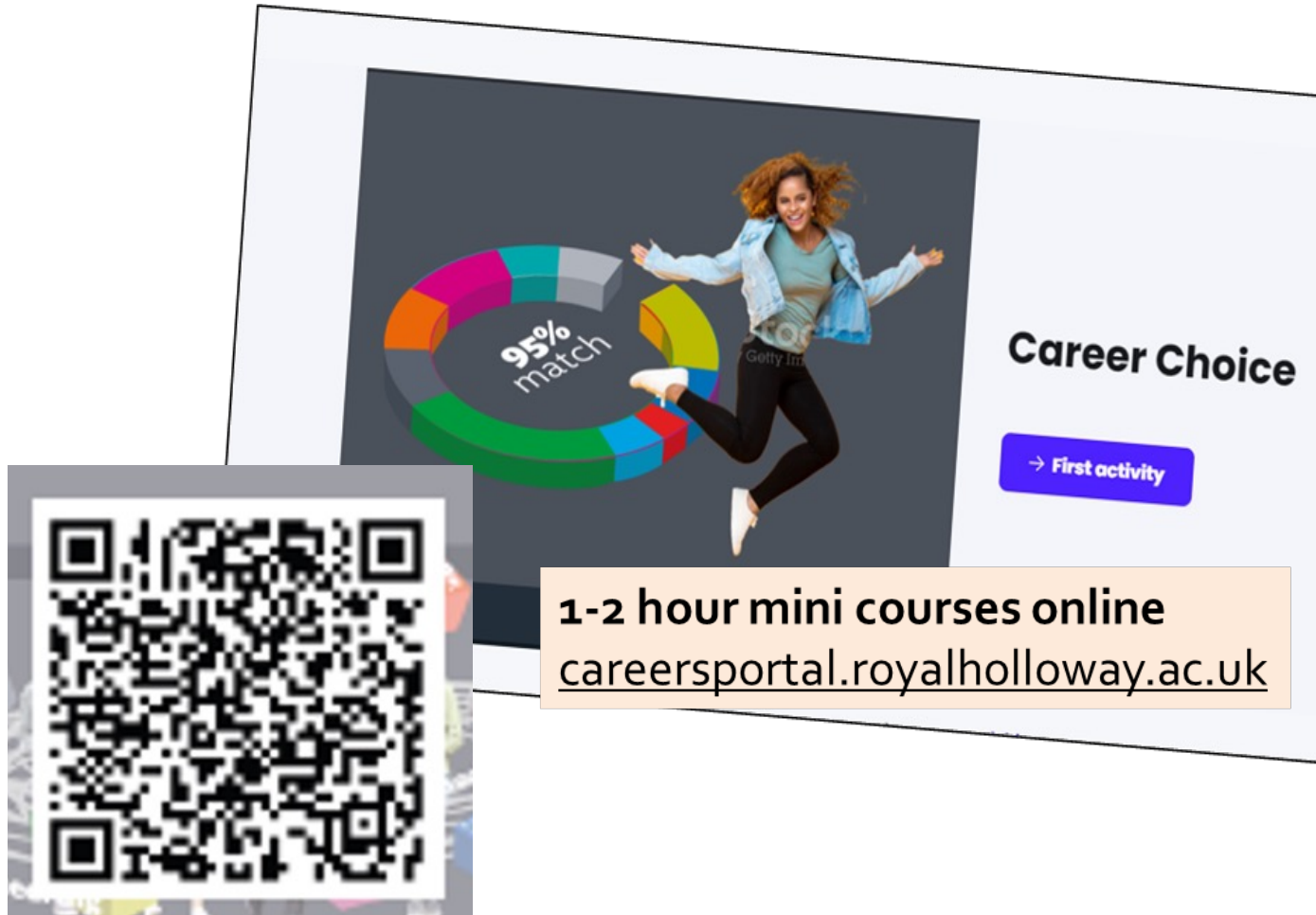
*“Mentoring is the key to unlocking potential life changing conversations for mentees who are making important career choices. The benefits are enormous; from being helped to identify and achieve career goals, to increasing confidence and developing a broader perspective on career options. I’m excited to see School of Business and Management students benefit from such insightful conversations from experts in the Marketing field.”*



# RHUL Careers Service Support connected with the WCM & SoBM Mentoring Programme

- 1-1 careers appointments for mentees to explore career options with a qualified careers consultant – bookable via the careers hub
- ‘Career Choice’ online pathway to complete alongside your mentoring programme to develop self-awareness and set SMART career goals.
- Careers Moodle hub to explore career sector guides in Marketing and other careers.

# Career Choice pathway to support the WCM & SoBM Mentoring Programme



**95% match**

**Career Choice**

→ First activity

**1-2 hour mini courses online**  
[careersportal.royalholloway.ac.uk](https://careersportal.royalholloway.ac.uk)

## Explore:

My strengths & values

Which careers would suit me and why?

Planning next steps



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<https://www.marketors.org/>