

Role Description

Automotive Careers Champion

Department: IMI - Careers	Responsible To: Careers Manager
Role Profile Ref.: CA1	Date of Issue: January 2010
Contract Type: Voluntary	Location: UK Wide

OVERALL PURPOSE OF THE ROLE

- To promote and enhance the reputation of the sector to prospective students and their influencers
- To promote the importance and awareness of the retail automotive sector across the UK
- To encourage young people to consider the industry as a potential career route
- To help create an industry with good public perception that promotes excellence in skills
- To share positive experiences and case studies
- To increase the profile of the IMI and the work it does, plus the benefits of being a member
- To help build relationships with educational bodies
- To help support the IMI's overall marketing communications strategy

MAIN DUTIES AND RESPONSIBILITIES

1. To be a competent and professional representative of the IMI in all dealings with customers
2. To be aware of and adjust to new information given by the IMI to support delivery of the programme
3. To represent the IMI at promotional/careers events such as Open Days and experience days, in a variety of roles
4. To deliver high quality presentations to various groups such as schools, colleges and careers practitioners
5. To run motivational activities, that will engage and capture the imagination of young people we want to encourage into the sector
6. Deal with questions about the industry from varying groups
7. Promote higher education opportunities through various activities to under 18 year olds, and signpost those that are interested in the sector to further resources and support to progress
8. Share experiences
9. Influence the influencers and help build new relationships
10. Identify new ways and opportunities to develop the role
11. Actively generate requests for participation at events via new and existing contacts
12. Liaise regularly with IMI to update on progress and notify of any new requests generated
13. Help develop existing Automotive Careers Champion resources and tailor activities/presentations to relevant audiences
14. Evaluate all activities undertaken

BENEFITS OF BECOMING AN AUTOMOTIVE CAREERS CHAMPION

- Knowledge that not only are you helping the industry you work or in but your own career
- Strengthen your communication and presentation skills
- Raise your company profile to potential future employees
- Help identify aspects of your job that particularly interest and stimulate you
- Become part of an elite network of industry professionals across the UK who you can share experiences with and develop ideas