

## **RICS: Careers Marketing Plan**

### **Objective**

To raise the profile of the surveying profession and RICS qualifications amongst students, graduates, employers and other careers stakeholders.

The expectation is that this careers activity will generate [X number] student member sign ups in [Year].

### **Channel activity**

Careers marketing activity includes the promotion of careers in surveying, [Member Association] accredited university courses and [Member Association] professional qualifications to schools, colleges and universities, careers stakeholders, and directly to students and graduates.

**The careers campaign** will include the following channel activity.

#### Advertising/PR

- Online campaign – social media, blogs, video testimonials, careers websites
- National and regional media campaign

#### Direct Marketing

- Campaigns to student members – promotion of RICS accredited university courses
- Distribution of careers materials to schools, colleges and careers advisory stakeholders mailed to over [X number] schools and colleges; [X number] careers organisations; and [X number] higher education institutions in the [Country ]. Each one is sent to a named member of staff, nominated by their respective institution.

#### Promotions

- Schools, college and university open days, careers workshops

The careers toolkit includes:

- Surveying 2012 - printed careers guide and website ([www.rics.org/surveying2012](http://www.rics.org/surveying2012) )
- RICS Accredited Courses – printed course listing and website ([www.rics.org/courses](http://www.rics.org/courses) )
- RICS Careers PowerPoint presentations
- Events collateral and merchandising
- Student film

### **Leads for the graduate route**

[Member Association text].

The expectation is that careers activity will generate [X number] student sign ups in [Year].

### **PR (including social media)**

The APC pass list along with testimonials and profiles of newly qualified APC graduates will be profiled on Surveying 360 and [www.rics.org/apc](http://www.rics.org/apc) supported by a programme of member communications and regional PR activity.

The APC pass list will be published twice a year and supported by associated PR through PR agencies promoting newly qualified surveyors to showcase recent APC graduates and use their experiences to promote the RICS qualification.

The campaign will be sustained through press releases and the use of case studies at a national and regional level between March/April and July/August each year.

The core audience are the successful APC graduates who have passed. The APC listings in national and local press celebrate their achievement. Beyond this the audience are existing students and trainees as well as non chartered students or professionals who may be interested in a career in surveying.

These results will be published on rics.org. There will be various promotion of this through the following channels;

- [Member Association bullet point text].

### **Association Membership Marketing Manager**