

# The Marketers' Mentoring Programme

Jarmila Yu

Liveryman

Worshipful Company of Marketers & City of London



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WORSHIPFUL  
COMPANY *of*  
MARKETERS

# Agenda

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



School of Business and Management  
**THE MARKETORS' MENTORING PROGRAMME**

Are you interested in a career in Marketing?

You now have the opportunity to sign up to a competitive mentoring scheme developed especially for School of Business and Management students.

Not sure which career path to take?

Open to all SBM Students:  
UG Year 1  
UG Year 2  
UG YIB Placement  
UG Final Year  
PGT

Interested in a career in Marketing?

Benefit from individual or group mentoring sessions with a highly qualified marketing expert from the Worshipful Company of Marketors. Students who successfully complete the program will receive a certificate to celebrate their achievement.

Application Form

Programme website

SCAN ME

SCAN ME

Step ahead into a marketing career

Website: [royalholloway.ac.uk/research-and-teaching/departments-and-schools/business-and-management/marketers-mentoring-programme/](http://royalholloway.ac.uk/research-and-teaching/departments-and-schools/business-and-management/marketers-mentoring-programme/)

Application form: <https://forms.gle/Tt6czgZVx0Xxf6ud9>



# 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.



# Marketers Company Values

## Our founding principle

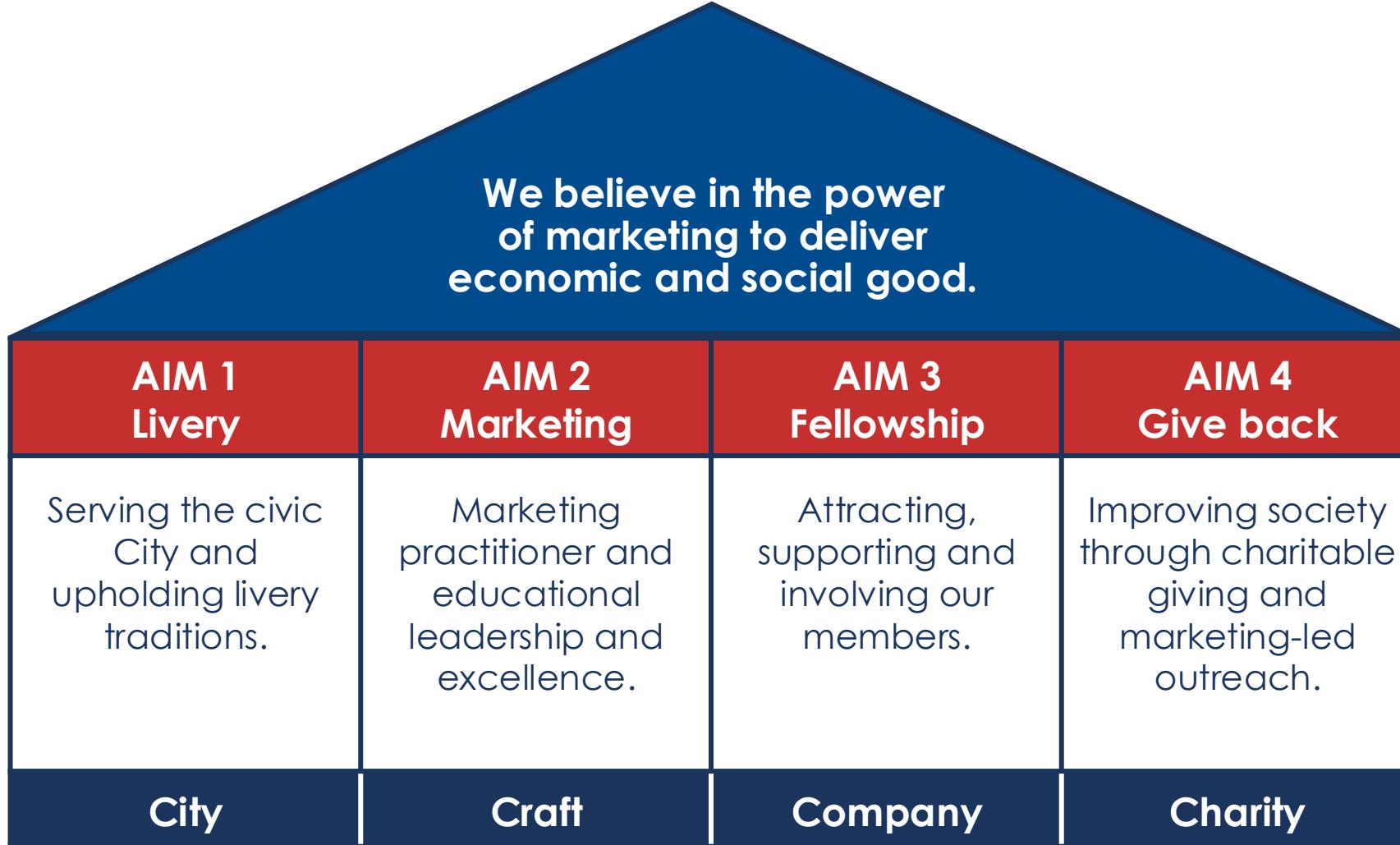
Marketing benefits everyone.

## Our belief

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

# Marketers Company Aims

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



# The Worshipful Company of Marketors

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<b>Our founding principle</b>	Marketing benefits everyone.			
<b>Our belief</b>	We believe in the power of marketing to deliver economic and social good.			
AIM 1 Livery	AIM 2 Marketing	AIM 3 Fellowship	AIM 4 Give back	
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>	

# Step into a career in marketing with The Marketors' Mentoring Programme

An exclusive programme designed for students in the School of Business and Management interested in embarking on a career in marketing, delivered in partnership with The Worshipful Company of Marketors.

Following a successful initial pilot year, the School of Business and Management in partnership with The Worshipful Company of Marketors, is pleased to announce it will be offering the very effective Marketors' Mentoring Programme to students at the School of Business and Management at Royal Holloway for a second year.

The scheme provides a wonderful opportunity for students to get a step ahead as they prepare to embark on their marketing career journey. Continuing with this partnership, the School of Business and Management at Royal Holloway is proud to be part of an exclusive group of universities working in conjunction with The Worshipful Company of Marketors.

# Details of the scheme

The purpose of this Mentoring Programme 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.

Those selected will be carefully matched with a highly qualified marketing professional (a member of the WCM). They will then help guide the selected students to prepare for their transition into the world of work, ready to embark on a successful career in marketing. The panel consists of marketing professionals who are not only accomplished in marketing but are passionate about attracting new talent into the marketing industry. They are experienced mentors and know the positive impact that career mentoring can bring.

Students interested in applying for a place on the 'Marketors' Mentoring Programme: Step ahead into a marketing career' at the School of Business & Management, supported by the Worshipful Company of Marketors – the City Livery Company for Marketing - are asked to complete a short application form.

# Why run a Marketing Careers Mentoring Programme?

*“This programme aided me in my development and further understanding of the Marketing world. Not only did it help me to understand what part of marketing most aligned with my skills and attributes, but it also helped me to get a deeper understanding of the industry and how to best enter it. This programme was essential in my development and preparation to getting my first role. I am now a Graduate Communications Analyst at Computacenter! Thank you to Jarmila and all of the mentors!”*

*“The Marketing Mentoring programme has allowed me to benefit from expert conversation with an industry professional, developing my industry knowledge and a strong insight into a marketing career. I am currently applying for marketing placements for 2025/26 and have found the application/interview tips extremely helpful.”*

*“I wish to express my appreciation for the sessions that you have organised for us. Each one was incredibly beneficial, and I have gained a tremendous amount of knowledge from it.”*

# Why run a Marketing Careers Mentoring Programme?

*“I have thoroughly enjoyed being mentored by Jarmila and I have learned very valuable lessons that I will take into my career. I absolutely love how interactive they are and how many quizzes and LinkedIn advice you have provided.”*

*“After hearing more about the industry and Jarmila’s experience within the first session, it further ignited my enthusiasm to work in marketing.”*

*“I value this opportunity because marketing is a career I see as the future, especially digital marketing and being able to learn from the best mentor out there is a very valuable opportunity. “*

# Why run a Marketing Careers Mentoring Programme?

*"Being selected for this prestigious mentoring programme has enabled me to authentically connect with a seasoned marketing specialist and gain a well-rounded insight into the facets of marketing. I think it is valuable for students (like me, who are typically underrepresented within the field) to fruitfully apply their conceptual knowledge to practical real-world scenarios, and I have thankfully already been able to achieve that. I am really excited for what is to come over the next few months as I continue to develop my analytical and interpersonal skills."*

*"It's very nice to hear that I have been selected as a mentee and it's my great honour to participate in this opportunity. "*

*" I'm really excited about the opportunity and am fully ready to partake in it. I'm really looking forward to the guidance on how to make the most of this experience and to meeting my mentor. I can't wait to get started!"*

# Marketors' Sponsors

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



*"I am thrilled to be able to bring the Marketors' Mentoring Programme to Royal Holloway again. In collaboration with the leadership at the School of Business and Management we agreed to develop a bespoke offering for Royal Holloway, allowing more students to tap into the knowledge, insights and experience of marketing practitioners by including group sessions as well as 1:1 sessions. The 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."*

# Marketors' Sponsors

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



*"I am very proud of my fellow Marketors' commitment to seek ways to support the integrity of the marketing profession, and in particular to find ways to contribute towards attracting new talent into the industry, in keeping with the Marketors' main purpose to give back into society.*

*I am delighted that we are able to work with Royal Holloway School of Business and Management again, having added this well renowned University last year 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 Marketors exist."*

# Meet the Mentors

Mentors are senior marketing professionals, including marketing leaders, academics, and practitioners. They are members of the Worshipful Company of Marketors.

Their details will be shared when the application confirmations are issued, that's when matching with mentees takes place.

Jarmila Yu, RHUL alumna, Chair of the International Advisory Board at the RHUL Business School & external liaison for the Marketors' Mentoring Programme developed and delivers the group mentoring sessions of the programme and also acts as one of the 1:1 mentors.



# Welcome



Jarmila Yu  
Programme Lead  
& Group Mentor



Amelie Arras  
Mentor



Oliver Thomas  
Mentor



Adeline Roche  
Mentor



Sam Fenton-Elstone  
Mentor



Max Richardson  
Mentor



Moira Clark  
Mentor



Sarah Clay  
Mentor

# 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 rooting 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**

# \*Revised Timeline

❖ Programme Launch	October 27 <sup>th</sup> 2025
❖ Applications Open	Oct 27 <sup>th</sup> 2025
❖ Applications Close	November 30 <sup>th</sup> 2025
❖ Application Reviews	December 2025
❖ Notifications Issued	December 2025
❖ Student Acceptance Deadline	By 5 <sup>th</sup> January 2026
❖ Student & Mentor Matching	By 13 <sup>th</sup> January 2026
❖ Mentoring Sessions Scheduled	By 16 <sup>th</sup> January 2026
❖ All Mentees Attend Kick-off Session	19 <sup>th</sup> January 2026
❖ Mentoring Sessions Start (1:1 & Group)	From 20 <sup>th</sup> January 2026
❖ All Mentoring Sessions Complete	By end of March 2026
❖ Celebration Event	May 2026

\* If matched - up to 5 x 1 hour 1:1 mentoring sessions

\*\* If unmatched - 3 x 1.5 hour 1:many mentoring sessions (26<sup>th</sup> Jan, 23rd Feb, 16<sup>th</sup> March 5pm – 6.30pm)

# 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



**Professor Thomas Wainwright**, Head of the Business School, Professor in Strategy and Entrepreneurship, and supporter in the School for the mentoring programme.

*“This is a fantastic chance for our students to learn from leaders in marketing, to discover more about the profession and learn how to map a pathway into marketing. It’s an opportunity to connect with experts, learn about the sector, develop confidence and plan their skill development to align with their future.”*

# RHUL Executive Sponsors



**Dr Lucy Gill-Simmen**, Vice-Dean for Education & Student Experience in the Business School, 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.*

*Given the extraordinary success of the pilot, I am so glad to see this rolling out again and for our students to have such an opportunity as they make critical decisions about their careers.”*

# RHUL Careers Sponsor

**Georgina Lindsay**, Careers Consultant for the Business School.



*“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



**Career Choice**

95% match

Getty Images

→ First activity

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

## Explore:

My strengths & values

Which careers would suit  
me and why?

Planning next steps

# Frequently Asked Questions

## ***When will I find out if I have been successful?***

Students will be notified directly by email by Jarmila Yu whether they have been matched for the 1:1 format of mentoring or for the group mentoring format sessions.

Students must confirm acceptance of their place on the programme. If you do not accept the offer, you will lose access to the programme and your place will be offered to another student.

If you are matched for 1:1 mentoring, you will be introduced by email to your mentor and you must directly establish contact with your mentor and arrange mentoring sessions at dates and times that work for both of you.

If you do not do this in reasonable time by the deadline set you will also lose access to the 1:1 sessions, and not be able to participate in the programme this year and your place may be offered to another student.

# Frequently Asked Questions

## ***When are the mentoring sessions?***

The Mentoring sessions will take place between January and March 2026.

For those matched for the 1:1 mentoring, session dates and times should be arranged between yourself (the mentee) and the mentor, at a time that works for both of you. Once you accept the offer, you should contact your mentor and set the session dates in your diaries.

For the Group Mentoring sessions, times and dates will be provided to the students via email by Jarmila Yu, once you have been notified and accepted your place on the programme.

# Frequently Asked Questions

## ***Who decides the content of the mentoring discussions, is there a structure to them?***

The sessions will be led by the mentee (student) and should be based on the needs and topics you raise, depending on where you are in your marketing career journey. Together with the mentor, you should agree the related topics to discuss and what issues you are interested in working through.

## ***What is the content and format of the Group Mentoring sessions if you don't get a 1:1?***

The group mentoring sessions will be based on common topics and issues that come up during the 1:1 sessions, as these will be subjects that are common to all mentees. However, there will also be opportunities for sessions to be led by the students, responding to your needs.

# Frequently Asked Questions

## ***What is the commitment?***

Similar to your studies at University, the expectation is that you will "show up, lean in and do the work". There is a commitment on both sides, from mentor and mentee.

The WCM Mentoring Handbook is a must read by both mentor and mentee - it's an aid to understand the expectations of, and for, both parties involved in the mentoring. Its guidance can provide the key to ensure both parties unlock the immense value that mentoring offers both mentor and mentee.

Download a copy of the WCM Mentoring Handbook [here](#).

The Marketors' Mentoring Programme is just one of the many offerings available at Royal Holloway to support students on career planning and employability, and has received support from across the university, from the Marketors themselves and beyond.

**TAKE FULL ADVANTAGE OF WHAT IS ON OFFER TO YOU AT RHUL!**

**GOOD LUCK**



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