

# Guide to The Marketing Academy 2013 Scholarship



THE MARKETING  
ACADEMY



# The Marketing Academy 2013 Scholarship Programme

**On line nominations are open NOW  
and will close midnight 25th February 2013**

[www.themarketingacademy.org.uk](http://www.themarketingacademy.org.uk)

86 Mentors, 36 Companies, 30 Coaches, 30 Charities, 20 Judges, 12 months of learning and an owl called Merlin...together this adds up to The Marketing Academy 2013 Scholarship.

The Marketing Academy draws together a team of high profile industry movers and shakers to inspire, develop and coach the emerging talent who will go on to shape the future of marketing and business. We award a maximum of 30 free Scholarships each year to the fastest rising stars so they become the next generation of business leaders through a process of world class mentoring, coaching networking and personalised learning.

**You can't apply for this free Scholarship... unless you've been nominated!**

As the number of Scholarships is strictly limited, an 'Invitation to Apply' is given only to those individuals who have first been nominated. We ask leaders and managers working within the fields of Marketing, Advertising & Communications to nominate their brightest and best who show huge potential for a place on the 2013 programme.

**Read on for more info or go to [www.themarketingacademy.org.uk](http://www.themarketingacademy.org.uk)**

"The Marketing Academy has been quite simply the most career-defining programme that I have ever been on. As well as providing access and insights from some amazing leaders across industries, the course also forces you to examine your own beliefs, motivations and ways of working. It is almost impossible not to come out the other side with a clearer sense of purpose, not only about your work but about your whole life."

**Paul Ridsdale**, 2011Scholar

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# The Marketing Academy 2013

## Scholarship explained

In pursuit of our mission to “inspire and develop the emerging marketing talent of today to become leaders of tomorrow” The Marketing Academy provides a year-long leadership development experience for a maximum of 30 rising stars. The Scholarship is completely free of charge.

The Scholarship programme has been designed to include a powerful combination of mentoring, coaching and learning ‘faculties’ run by some of the top marketing organisations in UK. This is delivered via **six learning streams:**

**Develop** ◆ **Inspire** ◆ **Guide** ◆ **Teach** ◆ **Give** ◆ **Collaborate**

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## Here’s a top-line overview of the year-long journey for each Scholar:

### Develop: One to One Mentoring

Each Scholar meets with some of the UK’s most experienced and inspirational marketing leaders. We have a team of over 80 ‘Mentors’ who are currently leading CEO’s, CMO’s & Directors from the world of Marketing & Advertising who have each committed their time to the Marketing Academy’s programme. Each Scholar has face-to-face sessions with up to 12 mentors, from different sectors, who will share their experiences and insight. Previous Mentors include:

**Sarah Warby**, Marketing Director, Sainsbury

**Andrew McGuinness**, CEO of BMB

**Amanda Mackenzie**, CMO of Aviva

**Katie Vanneck-Smith**, CMO of News International

**Cilla Snowball**, Group CEO of AMV BBDO

**Andy Fennell**, CMO of Diageo

**Philippa Snare**, CMO of Microsoft

**Russ Lidstone**, CEO of Euro RSCG London

### Inspire: Lunch & Learn Mentoring

Each Scholars attends ‘Lunch & Learns’ with key figures at the top of UKs most successful businesses. They host an informal lunch with a small group of Scholars to share details of their own inspirational career journeys, including lessons learned along the way, with the purpose of inspiring them to strive for future success. Scholars may attend lunches hosted by:

**Nigel Bogle**, Group Chairman of BBH

**Carolyn McCall**, CEO of easyJet

**Moray MacLennan**, Global CEO of M&C Saatchi

**Martin Glenn**, CEO of Birds Eye

**Stephen Miron**, CEO of Global Radio

**Paul Stobart**, CEO of CPP Group

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## Guide: One 2 One Coaching

Each Scholar has 12 months input from one of a team of 30 professional leadership Coaches. Designed by **Wisdom<sup>9</sup>** and the **Association for Coaches**, the coaching programme provides the Scholars with a critical sounding board, plus challenges and facilitates the Scholars thinking and development.

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## Teach: The 'Faculty' Learning

Scholars are given the golden opportunity to learn from some of the UKs leading companies from across a choice of marketing areas such as: Marketing Strategy, Brand Management, Creative Advertising, Design, Digital Marketing, Leadership, Marketing Research etc. Each Faculty is run by expert organisations who deliver the Scholars bespoke learning programmes and include; **Google, Albion, Brand Learning, JKR, Fallon, PHD and Millward Brown.**

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## Collaborate: The Scholar 'Boot Camps'

Each year we host three 'Boot Camps' for all Scholars where they share learning, insight and experience, while networking with each other. These bonds have proven to last well beyond the Scholarship year as they strike up business relationships and friendships. In addition to a full induction, they undergo an intense leadership development programme during the first three-day Boot Camp in May 2013 delivered by **The Living Leader**. The remaining Boot Camps are also packed with inspirational speakers, Faculty learning experiences and feedback sessions.

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## Give: Donate<sup>28</sup> Working With Charities

In return for the Scholarship each Scholar is required to contribute a minimum of one day of their personal time to our Donate<sup>28</sup> programme. We believe in giving something back to those who may not otherwise be fortunate enough to work with such skilled individuals. The Scholars will 'pay forward' their own marketing knowledge and experience to the Charity sector. The selection of our charities, and the matching of Scholars to each one, is conducted by our partners Media Trust and the FSI.

To ensure that the Scholarship Programme creates the greatest impact on his / her development the Scholar is required to dedicate a minimum of **20 days** to the programme.

**For more information about who's involved in the Scholarship click [here](#)**

"A wonderfully rich, varied and rewarding learning platform for every aspiring marketing leader. In isolation, each of the Marketing Academy faculties is worth the rigorous application process. In sum, they constitute a programme that is unique in mission, broad in scope and blessed with industry mentors that would top any young marketers lunch wish-list.

**Adam Kennedy**, 2012 Scholar

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# About the Selection Criteria

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**Online nominations are open NOW  
and will close midnight 25th February 2013**

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## Want to be nominated or have someone in mind? Here's a guide to the desired criteria...

- Minimum of 4 years work experience in a marketing function OR within an agency and a maximum of 12 years total work experience
- Ideally will demonstrate practical work experience working within at least 4 of the following disciplines:
  - planning, product / proposition development, innovation, research, brand, advertising, sponsorship, communications, category management, trade marketing, PR, media planning / buying / management, promotions, creative, digital marketing, consumer insight, loyalty management, event management, product marketing, pricing, packaging
- Work history must demonstrate stability and commitment to a career within marketing, advertising or communications
- Must articulate results / achievements for each job role – not just activities / responsibilities
- Evident interests in a range of endeavours i.e. social, cultural, artistic / creative endeavours, sports participation, voluntary / youth / charity work
- Evident commitment to, or desire for, self-development or broadening of own horizons, including world travel, night school, distance learning, membership of groups/ clubs/ societies, experience of networking etc. or evident achievement in the face of adversity
- Will be currently employed in the UK and not under any known or suspected risk of redundancy or termination

## Sound like someone you know?

Please don't be concerned if you do not fit all of the above criteria. We know not everyone takes a traditional route to the top and we have Scholarships available for individuals who do not have a 'classic' marketing background. Those who demonstrate exceptional 'potential' as natural marketers or who have demonstrated outstanding entrepreneurial ability and / or exceptional achievement in the face of adversity will be considered for a place.

In addition to the core criteria nominees will be assessed against a full range of competencies, desired characteristics and interpersonal skills. In brief we are looking for individuals who have high emotional intelligence, make a positive impact on others, have an embracing communication style and are naturally driven to succeed.

**Please note: Once awarded a scholarship, if a Scholar moves companies within the first 6 months we reserve the right to terminate their place in the Academy.**

“The Marketing Academy is an unparalleled opportunity to expose yourself to leading marketers, innovators, leaders and like-minded scholars. It’s impossible to not be inspired and motivated into becoming, not only a better leader and marketer, but a better person too. Grab this opportunity with both hands and hopefully you’ll get the chance to see that I’m not exaggerating.

**Josh Connell**, 2011 Scholar

## A bit about the Selection Process

To be awarded a Scholarship each nominee gets an ‘Invitation to Apply’ and will then need to complete 4 stages of a rigorous selection process including;

### Stage One

All nominees are required to submit a 3 part Application by midnight 11th March 2013, including their full CV, and ‘Employers Endorsement’, and their 2 Minute ‘Showcase Me’.

### Stage Two

Telephone interview – Those successful at Stage One will be invited to take part in a 30 minute telephone interview.

### Stage Three

Psychometric evaluation – Those successful at Stage Two will be required to take an ‘online’ assessment.

### Stage Four

Selection Panel – Those successful at Stage Three will be invited to a face to face interview with a selection panel with Marketing and HR Professionals.

During the process each nominee will be assessed against a full range of competencies, desired characteristic and interpersonal skills and nominees will be eliminated at each stage. We will announce the winners of the 2013 Scholarships on 10th May 2013.

“The Marketing Academy has given me one of the best opportunities I am sure I will ever be given in my career. I feel privileged to have been selected amongst such a fantastic group of people and to have met the amazingly generous mentors and contributors along the way. Being part of the Academy has taught me so much about myself and how to perform at the best of my ability. I have thoroughly enjoyed what has been a hugely inspirational year of my life – next year will be nothing in comparison!”

**Anita Kinniburgh**, 2010 Scholar

If you have a question that hasn’t been answered then this [link](#) may help.

For further information please contact us on **01635 558707**

[merlin@marketinghalloflegends.co.uk](mailto:merlin@marketinghalloflegends.co.uk) [www.themarketingacademy.org.uk](http://www.themarketingacademy.org.uk)

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# A few words from the Marketing Academy Alumni...

"The marketing academy has been a real accelerator to my development. The insight I have gained into myself, the marketing profession and leadership in addition to the fantastic connections I've made, has been a unique and priceless experience."

**Daianna Karaian,**  
2012 Scholar

"The Marketing Academy is not just about learning for learning's sake. The experiences and opportunities it gives you are often instantly applicable. Around the same time as being accepted as a scholar I left a corporate job to start my own business. Having a network of peers, senior mentors and coaches for advice, perspective and support has been invaluable especially in the tough times. However, even better have been the Faculties where some of the applicable skills I have learnt have made a sizeable difference to the growth of my business within weeks."

**Fraser Smeaton,**  
2010 Scholar

"The Marketing Academy has enabled me not only make transformations within our business - in areas as diverse as leadership and culture to business goals and strategies - but has given me invaluable tools in personal leadership. I can genuinely say that The Marketing Academy will have a positive and meaningful impact on the legacy I play a part in building."

**Sorcha Harriman-Smith,**  
2011 Scholar

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## Alliance Partners:

