

The Marketers' Mentoring Programme

Jarmila Yu

Liveryman

Worshipful Company of Marketers



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WORSHIPFUL
COMPANY *of*
MARKETORS

Agenda

- About The Worshipful Company of Marketors
- The WCM Mentoring Programme at the Royal Holloway Business School
- Meet the Mentors
- How to Apply
- Royal Holloway Careers Service Support





The Worshipful Company of Marketers

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.

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.
City	Craft	Company	Charity

The Worshipful Company of Marketors

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Step into a Career in Marketing with The Marketors' Mentoring Programme

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

Following a successful initial pilot year and a successful second and third year (2023/2024, 2024/2025 & 2025/2026), the Business School in partnership with The Worshipful Company of Marketors, is pleased to announce it will be continuing to offer the very effective Marketors' Mentoring Programme to students at the Business School at Royal Holloway for a fourth year (2026/2027).

The scheme provides a wonderful opportunity for students to get a step ahead as they prepare to embark on a marketing career journey. Continuing with this partnership, the Business School at Royal Holloway is proud to be part of an exclusive group of universities collaborating with The Worshipful Company of Marketors to nurture talent into the Marketing Profession.

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.

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.

*At Royal Holloway we offer 1:1 mentoring and a bespoke designed group mentoring format to accommodate a large volume of student interest, more than we may be able to accommodate with 1:1 mentor relationships. Our 1:1 offering is restricted by the number of WCM mentors we can provide, both programme routes deliver exceptional support and generate great results.

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

Why Marketing Career Mentoring Matters

The transition from university into employment can be exciting and exhilarating, but also challenging and overwhelming.

Marketing career mentoring brings clarity, confidence and direction when they matter most, enabling students to understand their strengths, explore opportunities and make informed career choices.

It's not just good for candidates. It's good for employers too.

Rather than submitting hundreds of generic applications, mentored candidates are better equipped to target the right opportunities, articulate their value and present themselves authentically. Employers benefit from candidates who have greater self-awareness, clearer career ambitions and a stronger understanding of the roles and organisations they are applying to.

THE EMPLOYER PERSPECTIVE

"I can tell the difference between candidates that have had marketing career mentoring support and those that have not. Those that have had support have greater clarity on what they want to do and what they can offer, greater confidence and truly put their best foot forward. They get the interview and get the job!"

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

Why run a Marketing Careers Mentoring Programme? Mentee Feedback

"I was hesitant to apply for the mentor programme as I entered third year thinking it was too late, but I was wrong! Not only did I apply but I was lucky enough to be chosen as one of the students paired with a one-on-one mentor, and that time was so valuable.

The mentors (C-Level executives) on the scheme are incredibly busy people, so having their full attention for an hour every week or two meant I could ask questions without any distractions, and because their companies are growing and facing new challenges every day, I was hearing about it in real time.

My mentor, Sam Fenton, always made time for me and was really receptive to my questions. He gave me tangible advice, like which skill sets matter in marketing now that AI is part of it, and he introduced me to his wider team, including the growth officers, the new business development team and the CMO. It felt less like a one-on-one mentorship and more like an insight into the whole company. The experience gave me a holistic picture of the agency side of the marketing industry.

I think mentoring early on is so important, especially in our digital age where we are bombarded with information about what we should and shouldn't be doing. An experienced mentor helps you work out what's actually relevant, what to spend your time on and what to experiment with, so it really structures your thinking.

Royal Holloway's career service was also really approachable throughout the grad job hunting process and reassuring. I spoke with the Head of Employability, and they tried to connect me with other people too. I'd definitely recommend the programme because it connects you with someone who's relevant to your field and interests. For me, it led to an internship and then a full-time job straight out of graduation as a Founder's Associate!"

Why run a Marketing Careers Mentoring Programme? Mentee Feedback

"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."

"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."

"It has been a really value experience and I am very grateful for the opportunity!"

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

Why run a Marketing Careers Mentoring Programme? Mentee Feedback

"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."

"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."

"Thank you both so much for organising this and for all the support throughout the programme, it's been such a valuable experience."

"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!"

"Thank you so much for organising this programme. I really appreciated getting to know Moira, and I'm very grateful that she helped me navigate job applications with her expertise!"

Why run a Marketing Careers Mentoring Programme? Mentee Feedback

"Thank you so much, I truly appreciate you taking the time to connect me with Adeline, it genuinely means so much to me. I'm incredibly grateful for the opportunity to speak with someone with her experience, and I really appreciate all the support and guidance you've given me throughout this process. Thank you for continuing to support me."

"Thank you for leading the Worshipful Company of Marketors Mentorship Programme last year. I participated in the group mentoring cohort, and I found the experience incredibly valuable for my professional development."

"I'm so excited to share that I'll be kickstarting my career with Shiseido next month! It honestly still feels surreal. I truly wouldn't be where I am today without both of your support, and I'm incredibly grateful. Sarah, thank you for encouraging me to think differently and to create opportunities instead of simply waiting for them. Jarmila, thank you for believing in me so much, that you went out of your way to find me a place on the mentoring programme. More than anything, this experience taught me to keep putting myself out there, to be resilient, and to build genuine relationships. Thank you both again for believing in me."

"Thank you again, and I really appreciate the opportunity and support."

The Opportunities You Don't Apply For

By Chelsea Catherine Liaw

I used to think opportunities came from having the perfect CV, the perfect experience, or saying the perfect thing in an interview.

Now, after completing the Marketing Careers Mentoring Programme organised by Royal Holloway University of London and the Worshipful Company of Marketors, and beginning my internship at Real View Marketing, I have realised something far more important:

People remember people before they remember applications.

One of the most valuable things I gained from the mentoring programme was a completely different perspective on how opportunities are created, especially in an industry like marketing where trust matters more than simply being seen.

Through the programme, I first took part in group mentoring sessions led by Jarmila Yu last year, which helped me build the foundations I previously lacked: improving my LinkedIn profile, developing my personal brand, and thinking more seriously about where I wanted my career to go.

At the time, I thought that was enough.

But as I started applying for opportunities, I quickly realised how competitive the job market really is. You can spend hours tailoring applications only for them to be screened in seconds. Like many students, I faced hundreds of rejections, and it became easy to feel as though you were simply another CV in a long queue.

This year, after applying again, I was fortunate to be selected for the more personalised one-to-one mentoring programme, where I was paired with Sarah Clay.

From our very first conversation, our personalities and energy matched so naturally that every discussion felt exciting. Sarah gave me something I had not fully understood before: the importance of building authentic relationships.

She taught me how to think outside the box when approaching opportunities. Rather than relying solely on online applications, she encouraged me to approach networking more intentionally: attending events with purpose, connecting with the right people on LinkedIn, sending thoughtful messages, and most importantly, building meaningful conversations before expecting anything in return.

As students, we can sometimes view professionals as intimidating or unreachable. Sarah reminded me that behind every company and every LinkedIn profile is simply a person. People respond to curiosity and sincerity far more than rehearsed perfection.



CHELSEA & JAMES AT APEX

That mindset completely changed the way I approached networking. I stopped seeing it as trying to impress people and started seeing it as building genuine conversations and learning from others. Ironically, that shift in perspective was also what eventually led me to my internship at Real View Marketing.

THE OPPORTUNITIES YOU DON'T APPLY FOR (CONT'D)

Around the same time my mentorship was coming to an end, Sarah introduced me to James Barnett, founder of Real View Marketing, who had shared an opportunity for a marketing intern within the Worshipful Company of Marketors network.

Looking back, it felt like a combination of preparation, consistency, and timing. But it also reinforced something I had slowly been learning: opportunities often come through the relationships you build over time.

Over the past three years at Royal Holloway, I made a conscious effort to attend workshops, mentoring schemes, networking events, and industry talks whenever I could. At times, it felt discouraging because relationship-building rarely creates immediate results. You do not instantly gain something from every conversation.

But over time, people begin to remember your energy, curiosity, and willingness to show up consistently. You never know who might later recommend your name in a room you are not even in.

And honestly, sometimes the worst thing that can happen is that you make a new friend along the way, and maybe get a free sandwich too!

My experience at Real View Marketing has only strengthened these lessons further. Working within an agency environment has allowed me to explore different sides of marketing in practice, from client research and website optimisation to scripting, storyboarding content, and joining client meetings across different industries.

What has fascinated me most is seeing how differently marketing works depending on the business, the audience, and the stage of growth. At university, we often learn theories in structured frameworks. But in practice, marketing is far more nuanced. The same strategy will not work for every company. Some companies need to build visibility from the ground up, while others need help turning existing expertise into messaging their audience can trust.

That is something James Barnett and the team at Real View Marketing understand deeply. Their work across consulting, AI, and advertising industries consistently reinforces the idea that marketing is not just about chasing virality or short-term attention. It is about building credibility and a presence people genuinely connect with over time.

In many ways, that philosophy mirrors the lessons I learned through mentorship too.

Whether it is applying for jobs or building a brand, people can tell when your actions are genuine. Relationships built with sincerity tend to last longer than those built purely around opportunity.

So, if I could give one piece of advice to students trying to break into the industry, it would simply be this: Put yourself out there!

Attend the event. Send the message. Ask the question. Start the conversation.

Not every opportunity will work out immediately, and not every interaction will lead somewhere. But the relationships you build quietly over time often become the opportunities you were searching for all along.

Because sometimes the opportunity that changes your career begins with a conversation you almost never had.



CHELSEA, JAMES & APEX OFFICE DOG

THE EMPLOYER PERSPECTIVE

"So much of life and business comes down to who you know and at times luck! That's exactly what happened when I posted in the Worshipful Company of Marketors WhatsApp group and was connected with Chelsea. She's taken everything in her stride and is really pushing on. From the start, we made a conscious decision to work in person as much as possible, and it's made a real difference, not just in learning but in building confidence and understanding how people work. I believe most technical skills in marketing can be learned over time, but attitude is the starting point, and that's why things have worked out."

James Barnett
Founder, Real View Marketing

Marketers' Sponsors

Jarmila Yu, Royal Holloway Alumna & Honorary Fellow, Chair of the International Advisory Board at the Business School, Lead Mentor for the Marketers' Mentoring Programme at Royal Holloway & Chair of the Association of Business Mentors Ambassador Network.



"I'm thrilled to bring the Marketers' Mentoring Programme to Royal Holloway again. In collaboration with the Business School leadership, 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 as a way for the marketing profession to better support and attract new talent into our industry, but to bring additional personal fulfilment, satisfaction and success to both the mentee and mentor."

Royal Holloway continues to inspire students 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

Matt Antos-Lewis, Liveryman and Chair of the Mentoring Committee at the Worshipful Company of Marketers.



"Mentoring is one of the most rewarding ways our members can give something back, sharing the experience and insight they've gained throughout their careers to help others find their own path."

Our partnership with Royal Holloway is a great example of that in action. It gives students the opportunity to learn from people working in the industry today, while giving our mentors the chance to play a part in developing the next generation of marketing talent.

I'm delighted that the Marketers can continue to support this programme and help build a stronger future for our profession."

Meet the Mentors for 2026/2027



Jarmila Yu
Programme Lead
& Mentor



Amelie Arras
Mentor



Claire Baumforth
Mentor



Bob Burgess
Mentor



Guillermo Dvorak
Mentor



Christian Gladwell
Mentor



Ian Ryder
Mentor

Meet the Mentors for 2026/2027



Ishani Rege
Mentor



Justin Ablett
Mentor



Krishna Prasad
Mentor



Max Richardson
Mentor



Nicky Oliver
Mentor



Oliver Thomas
Mentor

Meet the Mentors for 2026/2027



Patrick Zinga
Mentor



Paul Finch
Mentor



Sam Fenton-Elstone
Mentor



Sarah Clay
Mentor



Victoria Ash
Mentor

A Huge Thank you to Our Mentors

Our mentors are accomplished marketing leaders, academics and practitioners, all members of the Worshipful Company of Marketors.

We are immensely grateful for their generosity in sharing their time, expertise, experience, insights and professional networks to inspire, encourage and equip the next generation of marketing talent.

Their commitment goes beyond sharing knowledge. They provide a trusted sounding board, challenge thinking, build confidence and open minds to the opportunities available across the marketing profession.

Together, we are investing in future talent, strengthening our profession and making a meaningful difference to young people's career journeys.

**Mentor contact details will be shared with successful mentees once programme places are confirmed and mentor matching is complete.*

Why run a Marketing Careers Mentoring Programme? Mentor Feedback

"It was a great program and I've really loved how prepared Daniella came for each session (I asked her to suggest a topic for each and she had great ideas) and how much she remembered what I had told her from previous sessions and infusing it in our discussions. Many thanks for your help throughout the program Jarmila."

"I was fortunate enough to be guided by senior leaders when I was starting out - I want to pay it forward to the future generation of talent!"

"Mentoring lets me give back to a profession that has given me so much, and to learn from the fresh thinking students bring. Marketing is changing faster than ever. Through my work at Nexuss9, I see daily how AI is reshaping the way buyers discover brands. I want to help the next generation enter the profession curious, adaptable and ready to lead that change."

"I believe mentoring plays an important role in bridging the gap between academic learning and professional practice, helping aspiring marketers build confidence, develop their skills and navigate their early careers. I am keen to share my experience, offer practical guidance and contribute to developing the next generation of marketing professionals."

"Having benefitted from a number of great career mentors myself over the years, I find it very rewarding to help upcoming professionals achieve their potential. I joined the Company in part to give back to the profession and I find this is a great way to help do this."

Why run a Marketing Careers Mentoring Programme? Mentor Feedback

"I began my marketing career without formal training, but I was fortunate to learn from outstanding mentors who helped shape the professional I am today. I now want to give back by sharing those lessons with the next generation of industry leaders."

"Career mentoring matters to me because I know first-hand how transformative it can be when someone gives you their time, honest feedback and confidence, sometimes before you can fully see your own potential. I have benefited from generous leaders throughout my career, and I want to pay that forward by helping emerging marketers find their voice, navigate challenges and create opportunities of their own."

"I believe career mentoring is one of the most meaningful ways to give back to the profession. I'm grateful for the guidance I received throughout my own career, and I enjoy helping students build confidence, broaden their perspective beyond the digital world we live and work in, and navigate the transition from university into the marketing industry."

"I had a mentor early in my career and found it really helpful. I have since mentored and coached many students and professionals, and two years ago my Queen Mary mentee won the Overall Mentee of the Year Award - just another benefit from being a mentor. In my Masterclasses and as a mentor I learn alongside my students and mentees...it is a terrific experience and I am looking forward to the Royal Holloway experience next year."

*Timeline

❖	Programme Launch	On October 27 th 2026
❖	Applications Open	On October 27 th 2026
❖	Applications Close	On November 27 th 2026
❖	Application Reviews	During November 30 th – December 4 th 2026
❖	Student & Mentor Matching	During November 30 th – December 4 th 2026
❖	All Notifications of Place Issued	On December 7 th 2026
❖	Student Acceptance Deadline	By December 11 th 2026
❖	All Mentoring Sessions Scheduled	By January 8 th 2027
❖	All Mentees Attend Kick-off Session	TBC Date Week Commencing January 18 th 2027
❖	Mentoring Sessions Start (1:1 & Group)	From 25 th January 2027
❖	All Mentoring Sessions Complete	By March 25 th 2027
❖	Celebration Event	TBC Date May 2027

* If a 1:1 participant = up to 5 x 1 hour 1:1 mentoring sessions remote online

** If group participant = 3 x 1.5 hour 1:many mentoring sessions on Egham Campus (dates TBC Jan, Feb, March will be 5pm – 6.30pm)

*** All programme participants invited to a kickoff bonus session on Egham Campus (date TBC January will be 5pm – 6.30pm)

How to Apply – Launch day 27th October

More info here



<https://www.royalholloway.ac.uk/research-and-education/subjects/business-school/marketers-mentoring-programme/>

& Apply via the QR Code



On Campus: Posters, Fliers,
Screen Adverts, Social Media
Posts, Lecture Slides,
Newsletter ...

Frequently Asked Questions

How will I find out if I have been successful? *Please refer to the timeline

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 immediately confirm acceptance of their place on the programme by return email to Jarmila Yu.

If you are matched for 1:1 mentoring, you will be introduced by email to your mentor and you must make direct and immediate contact with your mentor. It is the student's responsibility to arrange mentoring sessions at dates and times that work for both you and your mentor.

If you do not accept the offer extended to you, you will lose access to the programme and your place will be offered to another student.

Frequently Asked Questions

When are the mentoring sessions? *Please refer to the timeline

The Mentoring sessions will take place between January and March 2027.

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 all 5 one hour 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.

All mentees on the group mentoring or the 1:1 mentoring will be invited to a kick-off bonus session on campus in January. This is designed to cover foundational topics so that you can get into deeper conversations and make progress faster thereafter.

Frequently Asked Questions

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

These remote online 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 held on campus in Egham 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. These are interactive sessions and each session builds on the last. These are not available online and are not recorded.

Frequently Asked Questions

What is the commitment? *Please read and leverage the Mentoring Etiquette Guide

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 AKA The Mentoring Etiquette Guide [here](https://www.royalholloway.ac.uk/media/0ssc3epb/wcm-mentor-programme-handbook-september-2023.pdf).

<https://www.royalholloway.ac.uk/media/0ssc3epb/wcm-mentor-programme-handbook-september-2023.pdf>

Royal Holloway 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.”

Royal Holloway Executive Sponsors



Professor Thomas Wainwright, Head of the Business School, Professor in Strategy and Entrepreneurship, and supporter in the Business 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.”

Royal Holloway Executive Sponsors



Professor Ling Xiao, Head of Education and Student Experience, Royal Holloway Business School, Internal Champion in the Business School for the mentoring programme.

“The Marketors’ Mentoring Programme gives our students a valuable opportunity to learn from experienced marketing professionals, build their confidence and make informed choices about their future careers. We are delighted to continue working with WCM to connect academic learning with professional practice. I look forward to seeing how these mentoring relationships help our students recognise their strengths, explore new possibilities and take their next steps into the workplace.”

Royal Holloway Employability Sponsor



Dr Kerrie Howard Lecturer in HRM / Organisation Studies, and Employability Lead Royal Holloway Business School, supporter in the Business School for the mentoring programme.

Royal Holloway Careers Sponsor



Sonia Vij, Employability Manager for Careers & Student Journey Division, Royal Holloway University

“Through our partnership with the Worshipful Company of Marketors, students can engage with experienced Marketing professionals, reflect on their career goals, and gain real-world insight.

Mentoring gives students the chance to learn from professionals, explore different career paths, and build the confidence to take the next steps in their careers.

I am pleased to see our Business School students benefiting from this collaboration, receiving the support they need to make informed career decisions.”

Royal Holloway Careers Service Support

- 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 & the Business School Mentoring Programme



Explore:

My strengths & values

Which careers would suit me and why?

Planning next steps

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 Royal Holloway

YOU'VE GOT THIS!

GOOD LUCK 



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

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