



*“For the Associates, KTP creates some fantastic opportunities to develop personally, academically and gain commercial, industrial experience. This is certainly true for me, as since completing my KTP, I am continuing to study with the CIM and have progressed within the company, being promoted from Marketing Co-ordinator to Marketing Manager. I feel very lucky to have had this experience and would recommend it to all graduates.”*

## *A week in the life of...*

**Name:** Rebecca Hughes

**KTP Project:** QED Consulting and Doncaster College

**Location:** Doncaster

**KTP Aim:** To create and embed a marketing function that could support and expand the core business.

**Job Title:** Marketing Manager, QED Consulting

**Qualifications:** BA Hons degree in History, Chartered Institute of Marketing (CIM); Professional Certificate and Professional Diploma; NVQ level four in Management

### **Monday:**

*Met with QED Director to discuss the findings of my marketing audit and kick off meeting with IT to discuss the website redesign. Liaised with press contacts to discuss latest QED press release and had meeting with CRM provider to discuss the upgrading of our CRM system and functions*

### **Tuesday:**

*Meeting with Academic Supervisor to discuss my ideas and presentation to the Board meeting next week, followed by CIM course in the afternoon and evening*

### **Wednesday:**

*Drove to Harrogate for the annual CIPD conference. Catch up lunch with a fellow KTP Associate*

### **Thursday:**

*Gave presentation to the Board on the findings of my marketing audit and to propose my recommendations for the new marketing strategy for next year. Worked on submission for Business Awards entry and finalised details for QED Entrepreneur School Road Show*

### **Friday:**

*Travelled to the North East with colleagues to promote QED Entrepreneur School Road Show*