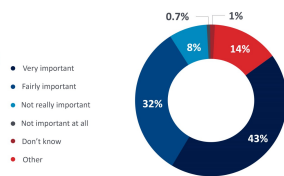


The value of the chartered status and CPD to marketers

When asked how important it was to become chartered, chartered members said:



How does being able to use the Chartered designatory letters after your name help you?



Why should you be part of a professional body?



How has the marketing/PR chartered status changed over the last 10 years compared to other sectors?



How important is a chartered status to showing your commitment to CPD?



How important is committing to CPD for your own development?



Why should employers look for chartered professionals?

1. With 'the great resignation' well underway, employers are looking for cost-effective ways of retaining their best staff.
2. Professionals undertake the chartered assessment because they want to do the best possible job they can. They are mindful, committed professionals who take their own development very seriously and will also support those around them to grow and develop their skills.
3. Marketers and PR professionals are assessed on leadership, strategy and ethics, so they make a key contribution to their company's marketing team and to the wider organisation. As an employer you have much to gain by encouraging your staff to become chartered.

Why should recruiters value chartered professionals?

1. Chartered practitioners offer employers more than other professionals. If you want to futureproof your organisation you're looking for people who are adaptable and capable of taking on new challenges.
2. Chartered Practitioners are critical thinkers, flexible in their approach but firm in their ethical stance.
3. They can lead specialist or multi-functional teams, work strategically as well as tactically, and having them on board reduces your risk profile as they know the importance of working with accountability and integrity.



Why should marketers/PR professionals look to become chartered?

1. If you are thinking about becoming chartered, our research tells you about the outlook of those who have gone before you. Three-quarters felt it was an important step for those in the industry to take. They cite the respect, sense of personal achievement, and recognition their professional status has given them.
2. There is clear evidence that chartered status has also delivered more tangible benefits ranging from claiming higher salaries or retain and win new clients.
3. In industries like PR and marketing that are constantly evolving with technological advancements and emerging social pressures, there is an almost unanimous agreement that demonstrating a commitment to continuing professional development (CPD) is a crucial part of the job.