



## Dominic Carter

### Chartered Institute of Marketing (CIM) Diploma - Level 6

*Dominic started his Level 6 Marketing Apprenticeship in late 2022. He is the Marketing Manager for the Bristol-based Osprey Consulting business.*

#### Describe your role and responsibilities

My role in the Osprey team is to develop, enhance and extend Osprey's marketing efforts across our core and emerging markets.

My primary functions are curating content, managing events, and driving effective marketing campaigns.

#### What's it like being an apprentice at **tpgroup**?

Being an apprentice at Osprey gives me a fantastic opportunity for growth. The team is very accommodating, supportive, and considerate.

The industry in which Osprey operates is three-dimensional, allowing me to gain experience in multiple aspects - with members of Osprey always on hand to give me expert advice and knowledge.

#### How does the Apprenticeship Scheme work?

The course features three webinars a month and a range of different task and course work that needs to be completed in between the online sessions.

I set aside a minimum six hours a week for completing the work and extra learning.

#### What was your apprenticeship route?

After completing a degree in Consumer Psychology and a Masters in International Business, I wanted to undertake a qualification specialised in workplace learning.

I was recommended a CIM qualification which prioritises applying marketing theories to industry scenarios. The two-year course will give me a level 6 CIM diploma, also known as a marketing manager qualification.

#### What are your career ambitions?

Ultimately, I would like to achieve CMO status. To achieve this, it is vital I have both theoretical knowledge and extensive industry exposure

#### What do you enjoy doing outside work?

I am an avid surfer, frequently making the long drive down to the Cornwall coast and braving the freezing English waters.

#### What advice would you give to others?

Efficiently manage your time and expectations. Stay on top of your workload. Take an interest in everything you see and hear about the industry - and how what you are learning can be applied.