



CFA UK Career Sentiment Index Working Group Member

No of new member volunteers	3-4
Timeframe	Min 1-year term with majority of work to be conducted during March / April 2020
Commitment	Engage with appropriate stakeholders, survey results and PR commentary during survey activity time
Reports to:	Content Steering Committee

CFA UK would like to introduce an annual Careers Sentiment Index and use it to create a regular career driven thought leadership piece, generating trade media interest.

Understanding the satisfaction, perception and value CFA UK members put on their careers in the investment sector will:

- Allow investment professionals to benchmark their own career experience against others
- Raise awareness and influence employers to make positive change.
- Help CFA UK to shape our voice in the sector as a body who believes in “developing professionals’ careers”

The annual Careers Sentiment Index should explore the ideas of:

- Are investment professionals happy in their chosen career?
- Would investment professionals recommend their career to others?
- How many investment professionals would like to make a career change?
- How do they think public perceptions of the profession have changed in the last 6 months?
- Which factor is having the biggest impact on their everyday job?

Activities and responsibilities:

- To develop and deliver the new survey and create a meaningful format strategy with clear goals and outcomes
- Use your career knowledge, experience and expertise to comment and interpret the survey results
- Be prepared (and able to) to be quoted in the media
- Be willing to take minutes / notes / actions as required
- Commit to attend allocated meetings (calls) and contribute to the discussion and action
- Understand what makes a good news story and be actively involved with press release feedback



Who we are looking for:

This is a new group, so we are looking for require highly engaged, action oriented and diverse individuals to join us – with a nominated group leader:

- Experience within the asset management industry, with skills and experience in career coaching/ career development, PR and Social Media
- CFA charterholders, experienced individuals, in positions of influence and with strong personal and professional networks with 5+ years' experience
- We are keen to attract people from a broad range of backgrounds to increase the cognitive diversity of our committee
- The freedom to be quoted in the press
- The ability to analyse survey results and assess key findings and trends

What you will gain:

There are many benefits to gain from volunteering:

- Opportunity to make a difference to the careers focus in the investment industry
- Build your profile within the CFA UK network of volunteers, the wider membership and the industry including media
- Develop leadership, communication and team work skills through our volunteer personal development training
- Recognition for your contribution in shaping and delivering services to the membership
- Opportunity to meet and network with other like-minded, career focused investment professionals
- Volunteering brings a “shared experience” amongst peers that has long lasting benefits for your career
- Learn more about what to expect from volunteering in our FAQs [here](#)

If you are interested in applying for this opportunity, please download the Volunteer Application form and return it along with a copy of your CV to volunteer@cfauk.org