

Personal statement: Master of Business Administration (MBA)

I am currently a marketing manager for [XX], a large cancer charity. I have held this position for three years. I am interested in studying an MBA to learn from industry leaders, and explore and share innovative ways of doing business through team projects. I am also keen to develop my management style and add consultancy and strategic thinking to my skills portfolio, in preparation for a business venture that I have in mind. This is to provide marketing consultancy to not-for-profit organisations.

During my business and marketing degree at [XX University], I took part in an enterprise challenge: to provide a social media marketing campaign for a local company. One of the judges was from [XX] and offered me a marketing assistant position, which I took up and worked in part-time for the duration of my degree. I was promoted within a year to marketing executive and completed my degree on a part-time basis to allow me to undertake this role.

My current role has involved devising a social media marketing strategy from scratch and, as a result, I contributed to a 10% increase in charitable donations over a two year period. This has required proactivity, negotiation skills and a great deal of diplomacy to persuade departments within the company to embrace a radical change in how the charity brands itself to an increasingly digital target audience. I lead a team of marketing executives and this has expanded as the company has boosted its online presence on tablets and smartphones. As I also see new marketing materials from inception to launch, I have to liaise with many departments in the company including technical specialists.

My strengths include innovation, excellent communication skills and an inclusive approach to team building. I devised an innovative way for members of the public to purchase e-greetings cards which incorporate a donation to the charity with information on how that money would be used locally. I also built up links with large companies who wished to be associated with [XX] as part of their corporate social responsibility policy.

I have recently studied for the Chartered Institute of Marketing's (CIM) Professional Diploma in Marketing on a part-time basis while working. I have good time-management skills and a capacity for a heavy workload, and feel fully ready to take on study at an advanced level.

I am interested in the MBA principally because of the emphasis on collaborative and live business challenges. I feel that I could bring an enterprising and motivational approach to teamwork exercises from my previous management experiences. I am also attracted to the 900 hours of client-facing work through industry-based projects: I am particularly interested in the not-for-profit project option. In preparation for my intended business venture, I would wish to undertake a dissertation on the gap between public perceptions of not-for-

profit organisations and the image that they strive to project. The not-for-profit project would provide the perfect platform to allow me to do this.

Part of my reason for applying to an MBA is to further develop my management style so I am keen on your modules to assess current skills and build additional ones, particularly practical consultancy skills and strategic thinking. [XX], the company that I currently work for, has an international presence so I welcome the opportunity for global study tours and global electives. I feel an MBA would enhance my enterprise, consultancy and strategic thinking skills and further my knowledge of the sector that I am keen to provide consultancy to.

After attending your open day, and talking to tutors and current students, I feel that I have sufficient knowledge to be certain that I have selected the most appropriate course. I look forward to further demonstrating what I could bring to this course at interview.