

Take a fresh look at Total Professions



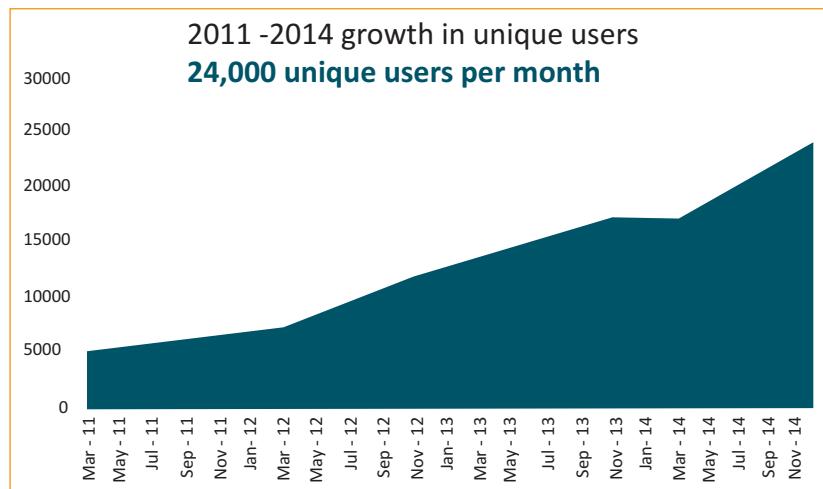
- Promoting access to the professions for 4 years
- Providing careers information from the professional body perspective
- Directing students and careers advisers to the resources, qualifications and training of some 300 professional bodies
- Unique users doubled since 2012 to 24,000 per month
- Listed by schools, websites, universities and other sites including Wikipedia

Inspiring students about the professions since 2011

TotalProfessions.com



A growing resource – take the opportunity to enhance your professional body presence



TotalProfessions.com launched with advance financial support from professional bodies and investment from the then site owners, Professional Careers Limited (a joint venture company between PARN and Ashridge Communications). It is now run by The Membership Organisation Ltd.

A driver for the launch was the 2009 Government report, Unleashing Aspiration, from the Panel on Fair Access to the Professions. The Panel, led by Alan Milburn MP, commented: “Bright children from middle class families, as well as those from poorer backgrounds, are missing out on top professional jobs. Many professions are working hard to put this right but their efforts need to be intensified.”

The report recommended that a ‘Professions.com’ information portal should be created. Through the Marketing Director’s Group professional bodies were also instrumental in getting the site off the ground, believing that the reputation of professional bodies would be enhanced by supporting the initiative. Since then the site has continued to support more open access to the professions whilst recognising that standards need to be maintained. The growth in NVQs, Apprenticeships and other initiatives by professional bodies to provide alternative pathways to the professions has been welcomed, supported and promoted by Total Professions.

All professional bodies are included and some support the site with enhanced directory and advertisement packages. All professional bodies are consulted on editorial input.

Total Professions supported ‘Careers Advisers’ group

Restricted to those providing information, advice and guidance. Doubled in membership in each of last two years to 2,870. This group and the link with the CDI enables regular promotion of the site.



Promotion to Careers Advisers

Editorial and newsletters

We aim to promote the careers initiatives of all professional bodies and so, regardless of you supporting the site financially, the site editor prioritises content from professional bodies to populate and update the 34 professional sectors. This is particularly evident in the career sector pages which give detail on job roles, salaries, routes and qualifications. We also publish case studies produced by professional bodies, to give site users additional insight into the sectors.

A monthly newsletter 'Spotlight on...' goes out to over 7,000 careers advisers. Each month focuses on a different sector, providing information on alternative routes to the professions and how to start out in that sector. Relevant professional bodies are invited to submit articles for inclusion in this popular bulletin, and go on to see readers engaging with them and their careers work.



The banner features a dark background with a spotlight effect. On the left, a spotlight is shown illuminating a surface. In the center, the text 'TotalProfessions.com' is displayed in white and orange. To the right, a stylized orange figure with arms raised is surrounded by three yellow stars. Below the logo, the title 'Spotlight on Engineering and Technology' is written in a large, bold, white font. Underneath the title, a paragraph of text provides details about the current month's focus on engineering and technology, mentioning resources from Engineering UK, BCS, and IET, and promoting an upcoming event called 'Pathways to the Professions'.

Spotlight on Engineering and Technology

This month we put our spotlight on careers in engineering and technology, focusing on resources from Engineering UK, BCS and IET. We also point you to our upcoming event **Pathways to the Professions** - tickets still remain for our unique event that brings together careers advisers and professional bodies to explore routes to the professions for young people from all backgrounds. Don't forget to also check out our career sector summaries for **Engineering** and **Information Technology**, which includes information about jobs and salaries; routes and qualifications; and funding. We also give you an idea of what it's really like working in these sectors and link through to our **career videos** for this sector. Read more.

2015 Spotlight schedule

- February - Finance part 1 - Accountancy
- March - Finance part 2 - Something a bit different
- April - Education & Information Services (libraries)
- May - Advertising & Marketing
- June - Allied Healthcare
- July - Information Management
- Autumn - Built Environment and other sectors TBC

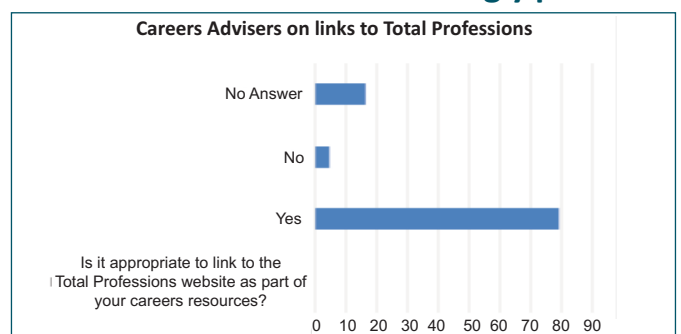
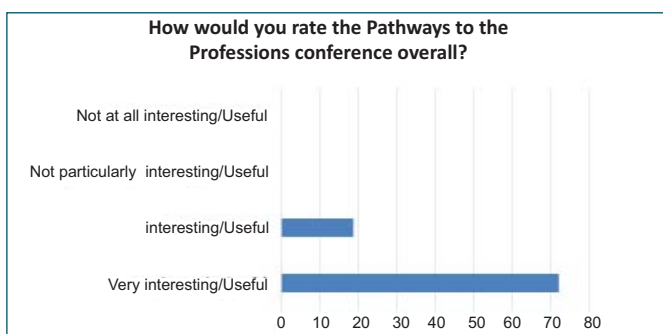
Regular news items are published on the site, aimed at students. Topical careers issues are discussed, and submissions are also considered from professional bodies and other organisations. This group and the link with the CDI enables regular promotion of the site.

Our Twitter and Facebook follower numbers continue to grow and we also have a Youtube channel which has so far focused on speakers and exhibitors from our careers adviser event.

Pathways to the Professions events

These have provided a unique opportunity for professional bodies to engage with careers advisers and have received excellent feedback from delegates and speakers alike. Follow up materials provide professional bodies further opportunities to engage with careers advisers and the young people they work with. The event is organised with support from the Careers Development Institute.

Feedback from Careers Advisers about the 2014 event has been overwhelmingly positive



"There are some 100 professional bodies represented here today - that's enormous, that is about 20% of all professional bodies in the UK. The great value of conferences is not just hearing from speakers but also talking to each other and learning more about your associations. Those who had the original idea for this conference have hit the nail on the head seeing so many of you here today"

Diane Burleigh OBE, past Chief Executive, Chartered Institute of Legal Executives (CILEx)

Supporting the site

80% of the revenues from the site goes into developing or promoting the site. A further % goes to support the work of Brightside - a charity that helps young people access the education and career pathways they might not have believed were available to them.

Professional bodies supporting the site now or at some point since launch include:

Association of Accounting Technicians	Chartered Institute of Marketing	Institute of Hospitality
Association of Chartered Certified Accountants	Chartered Institute of Personnel and Development	Institute of Internal Auditors
Association of Corporate Treasurers	Chartered Institute of Public Finance and Accountancy	Institute of Physics
Association of International Accountants	Chartered Institute of Purchasing & Supply	Institution of Engineering and Technology
Association of University Administrators	Chartered Institute of Taxation	Institution of Occupational Safety & Health
British Institute of Facilities Management	Chartered Insurance Institute	TOPRA
British Institute of Inkeeping	Chartered Management Institute	Royal College of General Practitioners
Chartered Institute of Arbitrators	Chartered Society of Designers	Royal College of Nursing
Chartered Institute for Securities and Investment	Chartered Society of Physiotherapy	Royal College of Veterinary Surgeons
Chartered Institute of Building	Energy Institute	Royal Institution of Chartered Surveyors
Chartered Institute of Building Services Engineers	Institute of Chartered Accountants in England and Wales	Royal Pharmaceutical Society
Chartered Institute of Housing	Institute of Chartered Secretaries and Administrators	Royal Society of Chemistry
Chartered Institute of Legal Executives	Institute of Chartered Shipbrokers	Society & College of Radiographers
Chartered Institute of Management Accountants	Institute of Credit Management	Society of Information Technology Management

Rates

For a large professional body it's just £85 per month to be a Supporting Member of the site and promote careers in your sector. Or just £28 per month if you are a smaller professional body.

Total Professions Membership Levels	Small	Medium	Large
Varies by organisation size based on income from membership subscriptions and/or registrant fees .	(less than £250k)	(between £250k and £1m)	(more than £1m)
Lead Sponsoring Member – 12 months directory entry	£1190	£1870	£2550
Supporting Member – 12 months directory entry	£340	£680	£1020
Enhanced Member Listing – 12 months directory entry	£170	£221	£272

What you get

Lead Sponsoring Member

- Expanded profession finder directory sub headings sections covering: qualifications and training; career resources; types of roles and salaries
- Website links to all resources
- Advert featured on home page (rotating) and other relevant areas of the site
- Three career path case studies published
- Listed at top of marketing material as a key supporter with logo and web links
- Entry in up to two relevant sectors
- Organisation logo and descriptive text in directory

Supporting Member

- Advert displayed on relevant pages of website
- Listed in marketing material as a key supporter with use of logo and links to resources
- Entry in up to two relevant profession finder sectors
- Organisation logo, descriptive text and a website link to careers resources in directory Enhanced Member Listing
- Entry in up to two relevant profession finder sectors
- Organisation logo, one line of descriptive text and a website link to careers resources in directory

Example Lead Sponsoring Member entry:

Premier Featured Associations



British Institute of Facilities Management
Represents and promotes the interest of members and the wider FM community

BIFM is the professional body for facilities management (FM). Founded in 1993, we promote excellence in facilities management for the benefit of practitioners, the economy and society. Supporting and representing over 14,000 members around the world, both individual FM professionals and organisations, and thousands more through qualifications and training.

Website: <http://www.bifm.org.uk>
 Recruitment link: <http://www.bifm.org.uk/bifm/home>
[Click here to hide career and qualifications summary](#)

Qualifications and Training

For those looking to get started in a facilities management the British Institute of Facilities Management (BIFM) offers a range of training courses

<http://www.bifm.org.uk/bifm/careerdevelopment/training>, qualifications (Levels 2-7)
http://www.bifm.org.uk/bifm/careerdevelopment/newbifmqualificationnetwork/and_professional_membership

Media value appraisal

The site delivers a very competitive return on investment, when you consider that supporters get an expanded directory entry, advertisements and many editorial links. [Here is an independent media agency appraisal.](#)

Comments on the value of the website to your professional body partner clients and how the site should be judged:

- Most sites that we buy are bought on either a CPM (cost per '000 Page Impressions) or on a Tenancy basis (normally monthly or weekly).
 - The rates vary considerable from £10 per thousand to over £100 in some cases, depending on the sites, channels and the formats required.
 - It is clear that the rates you are charging are very competitive, as they range from £4.95 CPM to £10.62 CPM, and this is not just to buy page impressions but they include a great deal more content, and opportunities for your clients to display their marketing material than just plain adverts.
 - With regards to the CTR. The industry standard CTR across all sites for all formats is between 0.07% and 0.08%.
 - Your directory CTR, for your Lead Sponsoring Member category, is well above the industry standard at between 0.72% and 1%, and this is without the additional inclusive Advertising opportunity which leads to a greater CTR and therefore a lower CPT.'
- Sheena MacCormack Managing Director MacCormack Media is a full-service media independent.

Which organisations link to the site?

Total Professions obtains much of its 25,000 monthly users traffic from various links from schools, universities and others -



Total Professions

Total Professions.com has tonnes of information about careers in everything from sales to social work, plus plenty of advice about the routes and qualifications you need to take to get there. You can also use their Profession Finder to get in touch with over 270 professional bodies for further information.



Useful links

Total Professions lists more than 270 UK professional associations you can join to take part in their networking events



Total Professions has a searchable database of professional bodies and organisations in the UK



TotalProfessions.com Explore the Profession Finder with nearly 300 professional bodies to choose from, plus Career Sectors for information on work sectors.



Affiliations

Total Professions sponsor the Brightside awards

online mentoring awards



Work closely with the CDI on events and other initiatives



Supportive of the activities of the group of the 20 professional bodies working to promote access to the professions through Professions Week and other initiatives.



Jobs

The integral job site links to many hundreds of graduate jobs, internships and apprenticeships as well as linking back to professional body careers areas.

TotalProfessions.com

Site search Find

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Home | University Students | At School / College | Careers Advisers | More About Professions | Profession Finder | Job Search | Career Sectors

Job Search

CV Skills
Interview Techniques

You are here: Home » Job Search

Job Search

Find the latest graduate opportunities, placements, internships, apprenticeships and jobs within the professions. To find out more about different sectors, access the [Sector Summaries](#) here. Want help to develop your career? Check out our [Career Development](#) section.

Keyword Search: [Advanced Search](#)

Featured Jobs

HR Graduates
Oxfordshire
Allen Associates

Talent & Leadership Advisor
Bedfordshire, East of England
Chimento

Graduate Opportunities in Management Consulting
Edinburgh, Scotland
PwC

Job Seekers **Employers**

- ▶ Post a Job
- ▶ View CV
- ▶ Products and Pricing
- ▶ Access Your Recruiter Account

Search 300 Professional Body Careers Resources

Looking forward in 2015

- Growing site traffic
- More careers adviser promotions and events
- New opportunities to reach careers advisers in print linked to the site
- Continued links with professional bodies to enhance the content and drive traffic to your careers resources
- Additional site analytics
- Same cost for supporting the site for the last 4 years
- Working to support Professions Week and Access to the Professions
- Further development of the careers video channel

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