

Employer's Endorsement

Your employee has been nominated for The Marketing Academy Australia 2020 Scholarship. To progress through the selection process, nominees must supply an 'Employer's Endorsement.' It is essential that you as an employer are supportive of your employee in their application. Therefore, we ask for employers to complete the form below.

This form must be completed by the nominee's direct line manager or above. The endorsement you provide will be included in the overall assessment of the nominee and is therefore a crucial factor in the selection process. For more information about The Marketing Academy Scholarship, please download the course [guide here](#).

To ensure that the Scholarship Programme creates the greatest impact on his / her development, the Scholar is required to dedicate up to 15 days to the programme between March 2020 and the end of September 2020. Please confirm in the Employer's Endorsement that you will enable your employee to invest the time into the Scholarship Programme if they are awarded a Scholarship. Applications close on 12 December 2019.

Key Dates:

Selection Process:

Stage 1: Application	6 th December 2019 (Nominations close) 12 th December 2019 (Applications Deadline)
Stage 2: The Pitch Interview	29 th January – 7 th February 2020
Stage 3: Panel Interview	19 th – 28 th February 2020
Final Decision	W/C 6 March 2020
Reveal Party	12 th March 2020

Boot Camp dates:

Boot Camp 1	16 th – 20 th March 2020 (inclusive)
Boot Camp 2	20 th & 21 st July 2020
Boot Camp 3	19 th & 20 th October 2020

The Marketing Academy is a not-for-profit organisation and all the Scholarship content is provided free of charge. Unfortunately, we are unable to contribute to any expenses incurred by Scholars whilst travelling to mentoring meetings, coaching sessions, or learning events.

Attendance to the 3 residential Boot Camps is mandatory and will require 6 nights' accommodation, which must be paid by the Scholar or their employer.

Nominee Details

Name	Amanda Jones
Company	Mirus Australia

Endorser Details

Name	Andrew Farmer
Company	Mirus Australia
Job Title	Chief Executive Officer
Email	Andrew.Farmer@mirusaustralia.com
Contact Tel	0497 754 084

Endorsement

Why do you believe your employee should be awarded a Scholarship?

(Minimum 200 words – Maximum 600 words)

On behalf of the entire team at Mirus Australia I am delighted to support Amanda's application for the Marketing Academy Scholarship. As CEO, my first priority at Mirus is to guide the organisation through the transformation of a customer led organisation guided by 3 strategic pillars of growth, core value and the future of our organisation. Amanda is an important member of my Executive team. Not only has she driven the refresh of our brand over the past 12 months and repositioned our offering in the markets that we serve but Amanda and her team have designed and built a scalable and contemporary sales and marketing strategy and function to grow from and support profitability. Despite the competing priorities of a busy commercial business in the turbulent environment which is aged care, Amanda has continued to be the number #1 advocate for our customers and future customers and importantly our internal customers, which is our team of 50 people. Amanda has a good understanding of the importance of the sales pipeline, cash flow and budget management. Lastly, it's Amanda's ability to influence and lead her team and others in the business to continually challenge and promote a growth mindset which is highly valuable during times of change. She has a great sense of humour and a compassionate heart and mind, which she regularly draws from. Amanda has my full personal and professional support on embarking on a program that will continue to develop her skills, experience and talent in 2020 and I wish her best of luck on a successful application.

It is essential you complete all the details above as we may choose to contact you directly to verify the endorsement.

By submitting this form, you confirm that you have read the overview of The Marketing Academy Scholarship and will enable the nominee to invest the necessary time commitment (up to 15 days) to The Marketing Academy Scholarship.