

GRADUATE TO EXPORT

Guidance Notes for Graduates



**BUILDING EXPORTS
FOR A STRONGER ECONOMY**

Learn more at investni.com/GraduateToExport



INVEST NORTHERN IRELAND

Invest NI is Northern Ireland's Economic Development Agency, and its role is to grow the local economy. We do this by helping new and existing businesses to compete internationally, and by attracting new investment to Northern Ireland.

We are part of the Department for the Economy and provide strong government support for businesses by effectively delivering the Government's economic development strategies.



GRADUATE TO EXPORT PROGRAMME

Our **Graduate to Export** Programme helps Northern Ireland companies achieve growth by providing financial support to employ a graduate for 18 months to take forward a market research project that targets a specific overseas market.

Participating graduates will spend the first six months immersed in a Northern Ireland company getting to know the business, learning about the employer's products and services and gaining invaluable knowledge into the strategic direction of the business. The remaining 12 months will be spent on placement in a pre-chosen export market, carrying out a specific market research project aligned to the business's strategic marketing plan.

As part of the Programme, graduates will automatically be enrolled on a Postgraduate Diploma in International Marketing course. The course is fully funded by Invest NI and delivered virtually by Ulster University alongside the Institute of Export and International Trade.

** Graduate travel will depend on Covid-19 travel guidelines and restrictions in place at the time*



BENEFITS OF THE PROGRAMME

As part of the Programme, graduates will:

- Work with an innovative Northern Ireland company to help grow export sales
- Earn a competitive salary
- Undertake a fully funded Postgraduate Diploma in International Marketing
- Enhance interpersonal and project management skills
- Establish key networks and relationships
- Start a career in marketing
- Experience working in international markets

GRADUATE ELIGIBILITY

Participants on the Programme should be confident, professional individuals who are highly motivated with enthusiasm to deliver projects and results.

Programme participants must have:

- A pass degree in any discipline
- Graduated in the last five years
- A willingness to relocate outside Northern Ireland (foreign language skills are desirable, but not essential)
- Pre-existing legal status to live and work in Northern Ireland



GRADUATE TO EXPORT TRAINING PROGRAMME

The Graduate to Export training programme is fully funded by Invest NI and delivered by Ulster University alongside the Institute of Export and International Trade. The training programme will provide graduates with a pathway to secure a Postgraduate Diploma in International Marketing. It will also provide participants with an opportunity to continue professional development and study to a Masters level once the Programme has completed. As part of the Postgraduate Diploma, Graduates will have a number of modules/assignments to complete over the 18 month period.

Ulster University and the Institute of Export and International Trade will deliver the training programme through virtual delivery. Teaching will take place for the duration of the placement, including whilst graduates are in market. Graduates are expected to fully participate in all aspects of the Graduate to Export Programme.

Academic mentoring will be provided for the duration of the Programme by Ulster University and the Institute of Export and International Trade.



BUSINESS SUPPORT TO GRADUATES OVERSEAS

Employers will be responsible for all costs associated with the overseas placement, including travel, subsistence, medical and travel insurance.

If a visa is required for an export market, the employer will be responsible for managing the application process and all associated costs. Invest NI is not responsible for this process, and will not be liable if a visa is unobtainable for the chosen export market.

INVEST NI SUPPORT TO GRADUATES OVERSEAS

Invest NI will continue to fund the training programme whilst graduates are in market, of which Ulster University will facilitate through virtual delivery.

We have a network of local offices around the world which can also support graduates and signpost them to other sources of advice/resources in market, for example the Department for International Trade and the Enterprise Europe Network.

For more information on Invest NI's Graduate to Export Programme, visit:
www.investni.com/GraduateToExport

