

## Inspiring Diverse Talent To Build Careers In Marketing And Communications.

NoTurningBack (NTB) is a groundbreaking programme inspiring sixth formers and undergraduates across the UK, particularly from Black, Asian, minority ethnic, and lower socio-economic backgrounds, to pursue exciting careers in marketing, sports marketing, and PR.

### Our Ambassadors

Every year, the No Turning Back Ambassador Programme connects young people from diverse backgrounds with exciting careers in marketing, communications, PR and sports marketing.

Marketing, Sports Marketing and Communications are often overlooked as serious career options by underrepresented groups. NTB wants to challenge this belief! Our team of young Ambassadors - rising stars just starting their own careers - showcase their successes and inspire students to dream big and enter this thrilling sector.

Our Ambassadors deliver passionate, 45-minute talks (in person or virtually) at schools, colleges, and universities. They share real stories of challenges, decisions, and achievements, shining a spotlight on the success of Black, Asian, minority ethnic professionals. Ambassadors connect with students at up to six institutions yearly, providing a personal glimpse into their international work and industry insights.



*"Joining No Turning Back 2020 as an Ambassador and later becoming an Associate Adviser has been an energising journey. I take pride in showing young people the possibilities of a career in PR and the many specialisms within it – the kind of guidance I wish I'd had at school"*

**Naomi MG Smith**

Manager, Web and Social Media - Rolls-Royce

## For Employers →

Employers supporting an Ambassador gain access to our Inclusive Employer Community, connecting them with young, diverse talent. We focus on reaching students who may not have access to industry networks - 75% state school educated, 75% Black, Asian and minority ethnic, 40% first-generation university students, and 35% on free school meals. Often these underrepresented groups are not fully aware of the opportunities, networks or pathway into the industry and we'd like to change that.

**It's an opportunity to support your young employees, and demonstrate you are backing their values and offering support for their career development beyond the organisations.**

## Become a NTB Employer Partner

By supporting the programme, you'll connect with young, diverse talent while demonstrating your organisation's commitment to inclusion. As an employer partner, you'll benefit from:

- Access to underrepresented student audiences nationwide
- Unlimited job postings on our jobs board (up to £35k)
- Visibility on university platforms like Handshake (30,000+ students)
- Partnering with a discipline-specific, established Social Change Programme
- Opportunities for your employees to volunteer and mentor

### Headline Partner Package **£15,000** +VAT

- ✓ Host and co-own the entire year of talks at schools, colleges, and universities.
- ✓ Promoted as a partner for a 1 year campaign including live sessions.
- ✓ Promoted on Handshake, reaching 30,000+ students per talk.
- ✓ Tailored alignment to your EDI strategy and goals.

*"The calibre of the returners on the programme was quite simply outstanding. We could have hired many of them into current vacancies. I have changed my mind totally about what to expect from Returners."*

**Fred Smith** - 2025 Employer Partner

### Our Headline Partner

**HAVAS**  
Media Network

Havas Media Network is a global advertising and media experience agency that helps brands connect with people.

### Named Employer Package **£3,000-5,000** +VAT

- ✓ Up to 3 Ambassadors on programme
- ✓ Partner themed talks with Partner as Headline
- ✓ Branded talk presentations, case-study & LinkedIn Items following all talks
- ✓ Up to 3 Branded Workshop in your Organisation or at a host school
- ✓ Branded Mentor Scheme
- ✓ 3 Branded Volunteer days
- ✓ Promoted as a partner for a 1 term campaign including live sessions.
- ✓ Promoted across all marketing & social media channels.
- ✓ Positioned as employer of choice to students.

### Ambassador Only Package **£950** +VAT

- ✓ Attract and support your new diverse hires with a sponsored place on the programme.
- ✓ In-person partner promotion during the live sessions.
- ✓ Promoted across all marketing & social media channels.
- ✓ Positioned as employer of choice to students.
- ✓ Additional positive internal and external employer exposure partnering with a discipline-specific, established Social Change Programme

## Why Join No Turning Back?

Be part of a growing network committed to equity, diversity, and inclusion (EDI). Every week, more diverse young talents sign up to explore paid internships, apprenticeships, and roles with companies passionate about EDI.

### Our Ambassador Community



**Emily Ong**  
Commercial Lead and  
Head of Culture – The  
Future Factory



**Madeleine Haley**  
Senior Account  
Manager



**Suraj Mashru**  
Suraj Mashru Senior  
Manager PR and  
Comms – DLA Piper



**Olivia Bonetti**  
Partnerships Manager  
– Arsenal FC



**Akin Fashola**  
Senior Partnerships  
Manager – West Ham  
United FC



**AJ Ou-Chang**  
Associate Director –  
Edelman



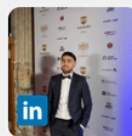
**Ayo Sangobowale**  
Senior Consultant  
Teneo



**Thomas Zaquieu**  
People Special  
Projects Manager –  
Channel 4



**Alhagi Malang**  
Account Manager –  
Headland Consultancy



**Qasim Zaidi**  
Marketing and Comms  
Officer – London  
Sport



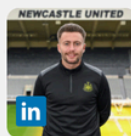
**Jamal Bernard**  
Associate Consultant  
– APCO Worldwide



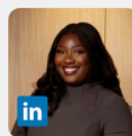
**Naikan Edung**  
External Comms  
Manager – London  
Stock Exchange



**Youssef Hassan**  
Head of Commercial –  
World Rugby



**Joe Mack**  
Commercial  
Partnership Exec –  
Newcastle Football FC



**Yewande Odesanya**  
Tech PR – We  
Communications



**Luke Sands**  
Partnership Manager  
– Liverpool FC



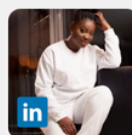
**Bolade Ajayi**  
Account Manager –  
Edelman



**Dakota Branch-Smith**  
Senior Account  
Manager M&C –  
Saatchi Sport &  
Entertainment



**Kupa Matondo**  
Creative Strategist



**Mercy Ankama**  
Creative Production  
Manager – The Whisky  
Exchange



**Natasha Hung**  
Associate Consultant  
– Spectacle Partners



**Lolade Nwanze**  
Fractional CMO  
MineTrade



**Karthick Ramulu**  
Associate Director –  
Wasserman



**Moses Bukulu**  
Associate Project  
Executive –  
Wasserman



**Roshini Ellis**  
Account Executive –  
The Space Between

### How to Get Involved

Nominate an Ambassador or learn more about partnering with No Turning Back by emailing: [info@thetalentarc.co.uk](mailto:info@thetalentarc.co.uk)

Visit our Jobs Zone to see inspiring companies already making an impact: [LINK](#)

### How to Join

Organisations can nominate young Ambassadors to represent them at our talks

For more information, visit: [LINK](#)

Ambassador Criteria: [LINK](#)  
Partner Organisations: [LINK](#)

You can see the other organisations that have Ambassadors or who work with No Turning Back on our website, and read more about our goals.

**Let's challenge mindsets and transform futures - together!**

## Contact Us Today.

The Talent Arc is led by Sarah Bishop and Emma McDowell, former Returners who have built and rebuilt their own careers. They're passionate about creating opportunities for others to do the same – connecting untapped talent with inclusive employers and driving meaningful change across the industry.

Visit our website below.

