

MONASH MARKETING  
STUDENTS' SOCIETY



**CAREERS**  
**BOOK**  
2018

## Disclaimer

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# A message from the editors

On behalf of the team at MMSS, we're delighted to present the 2018 edition of our Careers Book.

Once again, this Careers Book features many renowned companies from different marketing fields, all detailing their graduate and internship opportunities.

The Careers Book gives you a glimpse into the diverse pathways available to marketing graduates, with fantastic insights from our Monash alumni. We also aim to equip you with tools to successfully enter and interact with the professional world.

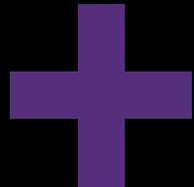
Inside you will also find our calendar of events for 2018. This year, we are continuing our Masterclass Series that brings a plethora of information from a variety of career professionals. And keep your eyes peeled for our flagship networking events too – Beers with Peers and Corporate Cocktails.

We wish you a successful year, and look forward to seeing you at our MMSS events in 2018.

Have fun!

**Cait Ryan & Tess Morton**

MMSS Directors of Publications 2018





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# Welcome



It is a privilege to introduce this collection of marketing career profiles. It exemplifies the success of our alumni, the calibre of our students – and the capabilities of our MMSS leaders, who have produced this Careers Book independently.



# address

**Professor Harmen Oppewal**

Head of the Department of Marketing



The many Monash marketing alumni in this book illustrate the diverse paths available to marketing graduates throughout their careers.

This is all part of our long and proud history of providing superior marketing education and genuine industry connections. We were among the first in Australia and Victoria to offer a tertiary degree in marketing – with an enduring reputation for high-quality programs and graduates.

The Department of Marketing in the Monash Business School aims to prepare you for more than your first job. We aim to prepare you for a constantly changing future that requires you to take initiative, think critically, communicate creatively and act ethically.

We also strive to deliver excellence in research and education that has a positive impact on the world. In the most recent government assessment of 'Excellence in Research for Australia' (2015), our research was awarded the highest possible rating (5) – which is defined as 'well above world standard'.

Our commitment to teaching is confirmed through national and university awards, and each year we celebrate our top achievers at the Monash Marketing Awards for Excellence. These high-profile awards recognise students who have achieved the highest grade in selected units and courses. The Tony Palmer award is a special acknowledgement of our best performing student. The winner receives personal mentoring from Mr Palmer himself, CMO of Kimberly-Clarke.

The alumni profiled in this book demonstrate the importance of taking opportunities with independence and initiative. I encourage you to make the most of the skills and insights you learn in our courses and to attend MMSS events. Building your Monash networks will prepare you for an exciting future here in Australia – and overseas.

We offer many opportunities for wider engagement, including overseas study options and an international marketing study program in Europe or China. You also have the opportunity to gain real-world experience through our Marketing

Internship unit – or to acquire commercial research experience through our Australian Consumer, Retail and Services (ACRS) research unit.

As you near the end of your Bachelor's degree I also encourage you to explore further study options, especially the Bachelor of Commerce (Honours) or a Masters. An Honours degree will equip you with the skills to pursue a career in research – and could also be your gateway to a PhD. Alternatively, you may choose to return to Monash after two or more years in the workforce, to complete your Masters of Marketing while working full time.

Enjoy what's left of your time at Monash, and please stay connected with your peers and the Department via the Monash Alumni network when you graduate.

### **Professor Harmen Oppewal**

Head of the Department of Marketing in the Monash Business School

# about ✓ us

MMSS



## Our story

Established in 1971, the Monash Marketing Students' Society (MMSS) is a student-run university club. Although we primarily focus on marketing students, we represent a broader range of business and economics students with ambition and drive.

As the largest society on the Monash Caulfield campus, we're known for our popular social events, career development focus and quality industry connections.

## Introducing MINDS

The MMSS is renowned for its Marketing Industry Development Scheme (MINDS) – an industry-focused initiative that bridges the gap between university and employment for our members.

Run by current students with the support of alumni and the Department of Marketing, MINDS is a long-trusted networking channel for both students and employers. It acknowledges the value of Monash marketers as innovative and ambitious future leaders who would be assets to any organisation.

# MINDS events

## Masterclass Series



### Masterclass Series

Running since 2015, the MINDS Masterclass Series aims to bridge the gap between university and the real world. It is designed to help you:

- Lay the foundations for a successful marketing career
- Uncover the depth and breadth of the marketing field
- Gain insight into the many career paths available
- Learn how to present at job interviews

## Corporate Cocktails



### Corporate Cocktails

Our annual Corporate Cocktails is the most prestigious event on the MINDS calendar.

If you're looking for graduate or internship opportunities, this event is a must. You'll network with employers in a formal yet relaxed setting – and get first-hand access to job opportunities. It is where business leaders and Monash alumni go to discover the best young talent.

## Beers with Peers



### Beers with Peers

This event gives you the opportunity to interact with Monash alumni and discover what your own career could look like.

You'll learn what it takes to work effectively, and how to gain opportunities within the marketing industry.

**Have the courage  
to follow your heart  
and intuition.**

They somehow  
know what you truly  
want to become.

Steve Jobs





**12** agencies

**22** consulting agencies

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**34** fmcg

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the  
communications  
council

### **About The Communications Council**

The Communications Council is the industry body for the creative agency community.

We exist to drive the quality, reputation and long-term prosperity of our members. Our ambition is to make commercial creativity the most valued professional service in Australia by 2025.

Representing local, global and independent agencies, our role is to educate, inspire, mentor, guide and bring the community together throughout the year. This could be via Effectiveness Awards, networking events and education through IPA, adschool and AWARD School.

## Our graduate program

Our graduate program has existed for more than 30 years. We aim to get our share of the best talent in Melbourne.

Successful candidates are placed in our member agencies for six months, and given access to training and networking opportunities over this time. Most of them go on to enjoy successful careers in account management, production, strategy and creative.

Each year we hold an Assessment Day with our member agencies to shortlist the best applicants. Member agencies meet and observe you at work to see your passion for the industry and what you can bring. They're excited to know why they should employ you – and what makes you stand out from the crowd.

## ➤ How to apply

Intake opens in September and closes in November every year. Visit [communicationscouncil.org.au](http://communicationscouncil.org.au) to learn more.

# CLEMENGER GROUP

## Graduate programs at the Clemenger Group

With graduate programs running for more than 10 years, the Clemenger Group has employed over 100 graduates.

Each year we take in graduates from Sydney, Melbourne and New Zealand. Programs differ in each market, but we generally choose people from a range of backgrounds to work with us for nine months or more, starting in January each year.

If positions are available at the end of that term, we offer them to the graduates who have demonstrated a sense of curiosity in their work, and their value to our business. In recent years, we've employed almost every graduate at the end of the program.

Following is an insight into each of our businesses and their respective graduate programs.

Keep in touch via the Clemenger Group website [www.cle.ms](http://www.cle.ms) and register your details.

## CLEMENGER BBDO

### Clemenger BBDO Melbourne

[clemengerbbdo.com.au/en/work/office/Melbourne](http://clemengerbbdo.com.au/en/work/office/Melbourne)

We look for people who will:

- Make the work better
- Be loved by our clients
- Not be 'me' orientated
- Be hand raisers, not finger pointers
- Be radiators, not drains
- Present well
- Bounce back
- Do the right thing

Applications for our graduate program open every August and close in October. Our selection process takes place in November, which usually involves group and individual presentations.

If successful, you'll rotate through account management, creative, digital, social, production, planning and finance departments within your first three months. After this, you'll go into a fixed position until the end of the year.



### CHE Proximity

[cheproximity.com.au](http://cheproximity.com.au)

CHE Proximity created Intern Beer, an initiative to help us secure the best new talent.

If you've got any of the following skills, Intern Beer is for you:

- Data
- Customer Experience (CX)
- User Experience (UX)
- Copywriting and content writing
- Art direction and design
- SEO
- Digital and social media marketing
- Media
- Client services
- Or anything else that's useful in advertising!

Simply stop by any of our events or locations to grab a can, crack the brief and get a paid internship.

Learn more and keep in touch via our website [intern.beer](http://intern.beer) for the next intake.



### Redhanded

[redhanded.com.au](http://redhanded.com.au)

Redhanded is a specialist communications agency that uses insights and authenticity to connect city and country in Australia.

We seek graduates who think creatively and appreciate quality storytelling. As a collaborative workplace that values great ideas and attitudes, we're all about creating brilliant work and having fun doing it.

But be sure to bring a paddle, because you'll be thrown into the deep end as you rotate through project management, creative, media, digital, social, production and strategy.

You'll even get the opportunity to glimpse at the other side, with a six-week rotation at News Limited/The Weekly Times.

Applications open in November. Check out key dates at [rads.redhanded.com.au](http://rads.redhanded.com.au).

agencies

consulting agencies

corporate

**McCANN**



## ALUMNI SPOTLIGHT

### Conor Lloyd

**Bachelor of Business (Marketing)**

**Bachelor of Arts**

#### About me

During my time at Monash, I was involved in the MMSS for a number of years before ultimately becoming President.

Now a Senior Account Manager at McCann, I was fortunate to have a friend in the advertising industry who offered me the chance to intern. To succeed in advertising, you need to be willing to put in the hard yards and some pretty demanding hours.

#### A word of advice

Form as many friendships as you can while at university. Those connections can take you places. Your friends will one day become your colleagues, clients and partners in the marketing industry.

Also, be as proactive as possible when seeking internships. Experience is valued above all else, and gives you a great talking point in any interview.



### **About KANTAR Millward Brown**

KANTAR Millward Brown is a global brand, communications and media advisory agency that focuses on understanding consumers and brands around the world.

We're an insights company with an extraordinary track record for using new technology, fresh thinking and innovative approaches to help clients grow great brands.

We are committed to building a team of the most knowledgeable experts, who are single-mindedly focused on supporting brand-led growth.

### **Our culture**

As a leader in this rapidly evolving industry, we pride ourselves on attracting and developing a different calibre of strategists.

They need to be ambitious, bright and creative – and be willing to go beyond the obvious to deliver solutions for our clients.

We believe that an eye for detail, creative problem solving and confident communication skills are more important than any qualification.

Our graduates come from a broad range of universities, studying degrees as varied as arts, sciences, languages, economics,

education, urban planning, anthropology and data sciences.

We look for people who are bold, optimistic, supportive, connected, creative and authentic. It's a proven formula that has seen previous graduates take up global positions, run specialist practice areas, manage global accounts and influence strategy on the board.

## Our graduate program

We're always looking for the best talent – and create opportunities when we find the right people.

As a graduate, you'll undertake a three-year rotation to acquire a strong grounding in research and marketing fundamentals.

Your world will centre around your clients. And it's through this lens that you'll:

- Hone your discovery skills in getting to the heart of their business
- Help design cutting-edge research solutions around their challenges
- Analyse and synthesise data to guide some of the world's leading brands

You'll also learn from some of the brightest and most influential minds in the business.

Our senior leadership team has led global research, consultancy and creative agencies – and you'll get to work with them side by side.

What's more, you'll have the best resources at your fingertips – including BrandZ. Run and managed exclusively by KANTAR Millward Brown, BrandZ is the world's largest global brand equity platform covering over 100,000 brands across 45 countries.

Needless to say, the daily life of a graduate at KANTAR Millward Brown is dynamic, fast-paced and exciting!

### How to apply

Email your resume and a short cover letter to [natalie.gabb@KANTAR.com](mailto:natalie.gabb@KANTAR.com).



## ALUMNI SPOTLIGHT

### Todd Cope

**Bachelor of Business (Marketing)**

#### About me

I'm a Graduate Account Assistant at KANTAR Millward Brown – a role that I acquired after six months in a casual role. I work with clients across a range of industries including FMCG, automotive and retail.

#### My highlights

When I was in my final year, I was yet to apply for graduate roles and began to realise that as each day passed, another opportunity may have also passed. So I asked my lecturers for guidance.

My Strategic Marketing tutor kindly offered to chat with me for half an hour, which quickly turned to an hour, and then two. She got to know more about me and the industries I was interested in. (I got to know more about her too – it's definitely a two-way street.) A couple weeks' later, she forwarded me a job description for the role at KANTAR Millward Brown.

A year and a half later, I'm part of a team at KANTAR Millward Brown that helps clients make strategic decisions to grow their brand equity. I optimise creative

executions and campaigns across digital, TV, out-of-home, print, press and cinema. And I've presented to rooms filled with experts from various creative and media agencies.

Most importantly though, I've had the privilege to work with some of the brightest minds in the industry – and have learned more than I could have ever imagined.

You never know where a conversation will take you.

#### A word of advice

The workforce is becoming more competitive every day. This means you need to find a way to stand out. And the most under-utilised way to do this is by getting to know your lecturers.

Your lecturers have a wealth of experience and a vast network that they're more than happy to share with you. Yet so few students make the most of this opportunity.



## About GroupM

GroupM is the number one global media investment management group, responsible for one in three ads globally.

Our goal is to deliver unrivalled marketplace advantage to our clients, stakeholders and people. We offer the intelligence to find and create valuable audiences, the power to engage them – and the ability to create desired marketing outcomes.

Over the last 50 years, the definition of media has transformed massively. It has evolved from the department in the basement that buys ad spaces, to the realisation that everything begins and ends with media.

Although buying ad space is still a huge part of what we do, we also advise our clients on a range of channels and disciplines, and how to apply them. We build, create and socialise content and experiences. And we show clients how everything interacts to help sell more.



## Our graduate program

At GroupM, we're always looking for new talent for The M Grad Programme.

Designed to provide unique, practical experience and full immersion in the industry, The M Grad Programme combines:

- Work experience in one of GroupM's four leading media agencies
- Exciting training sessions with some of the best practitioners in the industry
- The creation of a project with other students that's presented to agency representatives

## Why become a graduate at GroupM?

- Work for a high-profile brand
- Be part of a highly collaborative team
- Benefit from on-the-job training and coaching
- Work in a fast-paced, dynamic environment
- Meet Australia's top media publishers
- Help bring media campaigns to life
- Learn how to use various research tools
- Hear from the CEO about what's happening in the industry
- Attend product showcases to be inspired by your peers
- Join internal sporting groups – such as yoga, basketball and personal training
- Enter industry competitions (with mentors to guide you)
- Join the industry's NGEN community (for training and networking)

## How to apply

Go to [groupmploy.com.au/agency/mgrad/](http://groupmploy.com.au/agency/mgrad/) to learn more.



## ALUMNI SPOTLIGHT

### Pauline Truong

**Bachelor of Commerce (Accounting & Finance)**  
**Bachelor of Economics (Econometrics)**

#### About me

Fresh out of the wind tunnels of Monash, I'm now a Media Analyst at MEC after being a part of The M Grad Programme in 2016.

While at Monash, I majored in seemingly everything but marketing, but got my start as Secretary of the MMSS. And the rest is history.

As an analyst, I work across digital, SEM and social performance, learning new things every day about programmatic, CPCs and CPAs (to name a few technical terms). I still have so much to learn and am extremely excited about what's to come.

#### My highlights

During The M Grad Programme, I worked with clients such as Michelin, Nestlé and Tigerair.

But the best part was my training. I completed my Google Adwords certification within three weeks and was flown up to the GroupM Sydney offices regularly to learn from the best in the industry. I networked with directors and CEOs – and visited the offices of Google, Facebook, Channel Ten, Fairfax, Ooh! and Southern Cross Austero.

At the end of the program, I presented to a group of senior media executives about everything I learnt. After that, I was offered a full-time role at MEC!

#### A word of advice

Firstly, keep an open mind. There are so many opportunities out there that you may not even know exist. It can be easy to blindly follow a path paved by your peers, family, university – or even your own expectations.

Also, it's definitely smart to have clear objectives, but don't let them stop you from trying something new. Six months ago, I would never have imagined being where I am today. And I wouldn't have made it here if I didn't have an open mind about my career.

Finally, get involved! By saying 'YES!' to opportunities and embracing them 100%, I learnt what I liked and didn't like. I tasted failure and success. And most importantly, I gained the skills, experiences and relationships that are now invaluable to my job and life.

So don't be afraid to pursue different things and don't be afraid of rejection. Put yourself out there wherever you can. Attending MMSS events is a great start!



### **About Refresh Marketing**

Refresh Marketing is a copy and content writing consultancy in Melbourne.

Websites, brochures, direct mail letters, landing pages, blog articles and eDMs are our bread and butter. We've written for every occasion under the sun. And for any industry you can name.

But with Refresh Marketing, you get more than clear and compelling writing. You get qualified marketers who take the time to understand your business. We uncover and articulate your points of difference – helping your brand stand out from the pack.

Refresh Marketing also delivers writing skills training for corporates, universities and government teams. Programs include

business writing, digital copywriting, web writing and more.

Our client portfolio includes many big names such as ANZ, World Vision, Australian Unity, Holmesglen Institute, St John Ambulance, Monash University, Kmart and more.

### **Our culture**

Every day in the Refresh Marketing office is different – so you should always expect the unexpected.

With new projects and clients coming in every week, you could be writing for a big bank one day and a dog trainer the next. We turn work around fast. And we partner with many fabulous creative professionals along the way.

## Our internship program

We're always on the lookout for final-year marketing students with a passion for the written word.

You love talking brand strategy and grammatical correctness in equal measure. You have an eye for detail and relish the opportunity to do whatever's thrown your way. And you value the opportunity to learn on the fly under the mentorship of an energetic marketer and business owner.

Here's a glimpse of what you'll be doing:

- Attending and contributing to client meetings and briefings
- Researching and writing content for client brochures, websites, blogs and more

- Editing and proofing client work before submission
- Brainstorming and implementing new marketing initiatives and campaigns

### ➤ How to apply

Enquiries from aspiring copywriters are always welcome. Visit [refreshmarketing.com.au](http://refreshmarketing.com.au) or call 1300 558 005.



## ALUMNI SPOTLIGHT

### Victoria Zhu

**Bachelor of Business (Marketing)**  
**Bachelor of Arts (Communication and Media Studies)**

#### About me

Freshly graduated from Monash, I'm now a full-time copywriter at Refresh Marketing.

Racking my brain for the perfect words, analysing the flows of sentences and scrutinising every paragraph for consistency and grammatical mistakes. And they're just the beginning.

Every day I get to combine my passion for marketing and the written word to help clients from all industries communicate their messages – and connect with their target audiences.

#### My highlights

I got my internship through the Marketing Internship unit, and I'm so thankful for it. I've always loved writing, so when Jane Carroll told me there was a copywriting internship available, I jumped at it.

I was nervous to say the least. But I knew that the chance to do what you love every single day isn't an opportunity that comes often. So despite my fears, I made sure to maintain a can-do attitude and said 'YES!' to every task sent my way.

With clients from a number of industries, and a diverse range of projects, my job is challenging yet so rewarding. No two days are the same at the office – and I wouldn't have it any other way.

#### A word of advice

Don't get complacent. And never underestimate how valuable the career opportunities uni presents to you are. Give it your all, and don't be afraid of failure.

It's a learning curve, and we learn best through experience.



## ALUMNI SPOTLIGHT

### Vikki Maver

**Bachelor of Business (Marketing)**

**Bachelor of Arts (Psychology)**

#### About me

I'm a copywriter, marketer, writing skills trainer and former lecturer for the Department of Marketing at Monash University. Since 2004, I've been operating my own writing consultancy, Refresh Marketing.

I take great pride in enticing and delighting audiences – whether I'm presenting to a group of 50 or addressing thousands on screen through my online writing.

#### My highlights

After working as a marketer in the corporate world for over 10 years, I slowly transitioned into freelance marketing work. Then as the weeks and months passed, the phone began to ring more consistently and I formally became my own boss – full time.

Always passionate about the communication side of marketing, I decided to refine my focus from general marketing consulting to copywriting. So I polished my skills and taught myself everything there was to know about writing for all types of mediums and audiences.

In 2008, I added another service to my portfolio: corporate training. Through my writing skills workshops, I help all kinds of professionals improve their everyday business writing. I also present advanced workshops to help marketing teams write with more impact – on and offline.

#### A word of advice

Never say no to new experiences and opportunities. But if opportunity doesn't knock, build a door!

Get as much exposure to different industries and specialisations as early as possible. And be careful not to pigeon-hole yourself too soon.

I love my job for many reasons. But most of all, I love the diversity of the clients I work with and the people I meet. Being a copywriter gives me the chance to learn about practically every industry imaginable – which keeps my days interesting (and makes for great dinner party conversation too).



Business. Strategy. Creative

## About JMarketing

JMarketing removes the bullshit from the digital marketing world. We inject accountability and metrics of success into a very tactical, specialised field.

We value integrity, humour and the ability to think on your feet. We strive to surpass client expectations, applying a solid marketing framework to their digital ambitions.

## Our culture

Our environment is casual, relaxed and fun. We are young, friendly and love a good time. And we never take ourselves too seriously.

## Our internship program

We don't have a formal open or close period. We meet with students for a coffee outside of business hours. If we get along and have some work coming up, we offer them an internship.

From there, we cherry-pick the best interns to formally come on board.

We train our interns to understand and use digital channels – including Google Adwords, Google Analytics and all the other tools that the industry is crying out for.



## ALUMNI SPOTLIGHT

### Joshua Strawczynski

Degrees in Management & Marketing

#### About me

I'm the Managing Director of JMarketing – and I'm proud to have been named one of the Australian Institute of Management's Top 30 under 30.

With a mind for strategy and a love of people, my team and I provide valuable and actionable plans to help clients drive growth and profitability. We develop strategies and implement tactics to create a unique and valuable service that few other agencies can match.

#### My highlights

I always knew what I wanted to learn from university – but I'm talking about more than course content. I wanted to know how to make friends and influence people. This involved questioning my lecturers.

I fondly remember Strategic Marketing with Jane Carroll. For homework, we would spend 12 hours preparing answers to case studies, which we would work through during the lectures. Our class would furiously scribble down Jane's thoughts, crossing out their own work. And to me, this was counterintuitive. What were we learning?

Whenever I argued my point, Jane would either prove me wrong or agree with me. This experience taught me how to argue at a Board and Executive level. It also taught me how to communicate with people, influence them and cultivate relationships.

I'm now living on a tropical island, running my business from a home-office and using my people skills to win clients and manage a global team – all online.

#### A word of advice

Tim Ferris famously said, 'If you're doing things the same as everyone else, you are definitely doing them wrong'. And I couldn't agree more.

Don't go through university expecting to walk into a role at the end. What you're learning doesn't make you valuable. It doesn't set you apart. You stand out with your personality, eagerness to learn, and by being better than everyone else – ideally in a field you're really interested in.



### **About Social Star**

Social Star is a digital marketing agency that helps people build and grow businesses.

How do we do it? By inspiring them to dig into their values, find their passion and build their foundations. Our clients end up loving what they do and feeling more fulfilled in all areas of their life because their work is built around their desired lifestyle.

### **Our culture**

We have a flexible workplace where people are measured on their results, rather than their time. We respect and trust them to do their job as best they can to meet company objectives.



### What we're looking for

Social Star is always interested in new talent.

We assess students based on their particular skills and passion. If you'd love to do something, we might hire, contract or outsource work to you.

### ➤ How to apply

Send an email to [support@socialstar.com.au](mailto:support@socialstar.com.au) – or connect with us on LinkedIn to keep your eyes peeled for our job ads.



## About Telstra

Telstra is Australia's leading telecommunications and technology company with around 33,000 employees worldwide. We're creating a global footprint – and along with it, a world of opportunity.

Our purpose is to create a brilliant connected future for everyone. To deliver on this promise, we put the customer at the heart of everything we do to create new and better ways for people to thrive in a connected world.

And we have a clear set of values to help everyone in the Telstra family fulfil that vision:

- Show you care
- Better together
- Find your courage
- Trust each other to deliver
- Make the complex simple

## Our culture

With the size and scale of our business, a career with us will introduce you to a world of opportunity.

At Telstra, we offer amazing opportunities to learn, develop and grow your network – and the chance to launch your career in one of Australia's most exciting and innovative businesses.

A career with us is like no other. As we evolve, so will you. You'll work on meaningful projects at the cutting-edge of technology, which makes a real difference to our customers and communities.



### Our graduate program

Applications for our Graduate Program open from 12-26 March 2018.

As part of the program, you'll work through at least three rotations and on a range of local or global projects.

Being a part of our Media and Marketing Team, you'll create and drive how our business connects and talks to our many audience segments. It's an important responsibility, but a welcome challenge if you want to build on your media and marketing career.

You could be working on campaigns for new product launches. Or you could be working with our engineering team to roll out next-generation networks. Whatever you're involved in, being in tune with our customers is key.

### Our internship program

Our summer internship program gives students in their penultimate year of study 12 weeks' hands-on, paid work experience from late November to late February each year.

You'll get invaluable exposure to senior leaders, exciting projects, cutting-edge technology and most importantly, the knowledge and experience to kick start your career.

#### ➤ How to apply

Visit the Telstra Careers website to learn more about our graduate and internship programs: [careers.telstra.com/findyouredge](https://careers.telstra.com/findyouredge).



# coles

## About Coles

Coles is one of Australia's major retailers, providing fresh food, groceries, general merchandise, liquor, financial services and fuel to millions of customers every week.

We are proudly Australian with a heritage dating back to 1914.

Across Australia, Coles employs more than 120,000 people and services around 21 million customers each week at our 2,300 sites – including supermarkets, convenience stores, liquor stores and hotels.

We are an iconic brand that makes a positive difference in the lives of Australian families every day. Our long-term commitment to helping Australia grow means we are working towards a sustainable future, forming lasting relationships with Australian farmers and food producers, and supporting local jobs in the retail and food industry.

## Our culture

At Coles, we aim to represent the communities we serve, embracing the richness of Australia's diverse population. We recognise that bringing different backgrounds and experiences together helps us improve the way we serve our customers and create new ideas for the future.

We pride ourselves on building great careers through a range of personal and career development programs. We support people to be the best they can be.

Coles is a fast-paced, constantly-changing business that focuses on your talents while challenging you. We have achieved so much because we're open to ideas that challenge the status quo. Our people are proactive and enjoy taking the initiative to achieve meaningful outcomes. They get a buzz from putting experience and talent against new challenges to change the world around them.

## Our graduate programs

Our two-year graduate programs are the first ingredient to a flexible and dynamic career at Coles.

### Store Support Centre Program

This program will fast track your career in our corporate office.

You'll acquire a mix of technical, operational and leadership skills while working with key leaders across our business. You can choose one of our many business areas such as Digital, Strategy, People & Culture, Marketing, Merchandise (Buying & Trading) and Finance.

You can even try a different area at the end of year one. The choice is yours.

### Operations Graduate Program

This program will accelerate your career to becoming one of our next senior operational leaders. Take your pick from three streams:

1. **Supermarkets:** you'll be supported to run a multimillion dollar business
2. **Coles Express:** you'll be supported to become a multisite leader that brings convenience to Australians
3. **Distribution Centre:** you'll be the heart of our supply chain, ensuring that thousands of customers get the products they want.

If you want to work in a fast-paced environment where no two days are the same, and do meaningful work with real accountability, then apply today.

## How to apply

Applications open on 12 February 2018 for our August 2018 and February 2019 intakes. Come and meet us across the nation at The Big Meets during March, and visit [colescareers.com.au/graduate](http://colescareers.com.au/graduate) for information on events, including our Careers Expo in February.



## About L'Oreal Australia

L'Oréal Australia is part of the L'Oréal Group – the world's largest pure beauty company with over 100 years of history. We are a passionate team in a growing market, working to deliver our mission of Beauty for All through our local portfolio of 25 brands.

Founded by a scientist, L'Oréal has always focused on cutting-edge research and innovation. Our innovation now centres on digital transformation – positioning us as leaders in connecting beauty and technology.

## Our culture

Energetic and vibrant, our business is underpinned by strong ethical principles and a belief that financial performance and responsible business go hand-in-hand.

We're driven each day by our six founding values: Passion, Innovation, Entrepreneurial spirit, Open-mindedness, Quest for Excellence and Responsibility.

L'Oréal Australia supports a flexible working culture that meets the needs of our employees, with an emphasis on delivering great business outcomes rather than measuring time and attendance.

## Our graduate and internships programs

We have graduate roles available in Marketing, Supply Chain, Finance and Sales.

Our internship roles are in Marketing, Supply Chain, Finance and HR.

### ➤ How to apply

Applications open in mid-February and close mid-March each year. Send an email to [CareersAustralia@loreal.com](mailto:CareersAustralia@loreal.com) to learn more.



## ***COLGATE-PALMOLIVE***

### **About Colgate-Palmolive**

Colgate-Palmolive is a leading global manufacturer and marketer within the FMCG industry. Our brands and products are trusted in over 200 countries around the world.

Hill's Pet Nutrition is part of the Colgate-Palmolive family as a subsidiary in the specialised Pet Nutrition industry.

At Colgate-Palmolive, our vision is 'to be the best truly global consumer products company'. At Hill's Pet Nutrition, our vision is 'to make nutrition a cornerstone of veterinary medicine'.

At both Colgate-Palmolive and Hill's Pet Nutrition, we share the common values of Caring, Global Teamwork and Continuous Improvement. By living these values, our people know they are part of the Colgate-Palmolive and Hill's Pet Nutrition teams, working together towards a common goal.

### **Our culture**

Our values are at the core of how we do business, achieve our goals, work together globally and locally, and develop our people and processes.

**Caring**

We care about people – staff, customers, shareholders and business partners. We’re committed to acting with compassion, integrity and honesty in all situations, listening with respect to others and valuing our differences.

We’re also committed to protecting the global environment, enhancing the communities where our people live and work and being compliant with government laws and regulations.

**Global Teamwork**

Our people are part of a global team, committed to working together across countries and throughout the world. Only by sharing ideas, technologies and talents can we achieve and sustain profitable growth.

**Continuous Improvement**

As a global company, we’re committed to getting better every day in all we do – as individuals and as teams. By understanding our customers’ expectations and continuously working to innovate and improve products, services and processes, we will ‘become the best’.

**Our graduate program**

Colgate-Palmolive and Hill’s Pet Nutrition offer unique opportunities for graduates.

Unlike many of our competitors who do not guarantee employment upon completion, Colgate-Palmolive offers full-time, permanent positions as Graduate Territory Managers.

As a Graduate Territory Manager, you’ll receive expert training to ensure success in your role while preparing you for future opportunities within our organisation. Successful Graduate Territory Managers stay and progress throughout the company in a variety of roles suited to their interests and expertise.

Accordingly, Graduate Territory Manager positions become vacant all year round as current employees move into new roles within the organisation (such as Customer Development Executives, Assistant Brand Managers and Retail Execution Managers).

➤ **How to apply**

We encourage all new graduates and entry-level applicants to continually check the Colgate-Palmolive website for more information. Or contact Sarah Fraser, Talent Acquisition and Communications Specialist via [sarah\\_fraser@colpal.com](mailto:sarah_fraser@colpal.com) or on 02 9229 5852.

## ALUMNI SPOTLIGHT

### Roger Hilton

**Bachelor of Business (Management)**

**Bachelor of Business (Marketing)**



#### About me

I moved to Australia to attend Monash University as an international student in 2005. After attending a MINDS night in my second year, I decided to join the MMSS and was part of the MINDS team throughout my third and fourth years.

Organising these nights gave me some great industry connections. In my final year, I met the Colgate-Palmolive National Field Sales Manager at a MINDS night and secured a three-week internship. After that, I was offered a Sales Support Operator role when I completed my degree – and jumped at the opportunity!

This experience helped shape me into the industry professional I am today. I have now worked with Colgate for more than eight years, ultimately progressing into my current role as Customer Development Manager for Pharmacy and Shaver Shop.

#### My highlights

Following my brief stint as a Sales Support Operator, I was offered a permanent position as a Graduate Territory Manager, which was a great learning experience.

After achieving strong sales results and implementing effective category plans

across my territory, I was voted 'Territory Manager of the Year'. This achievement was my stepping stone into a supply chain role as a Vendor Replenishment Planner for our Coles account. I then received the 'Commercial Excellence Award' for improving demand and supply synchronisation.

Later I moved to Adelaide as the Field Sales Manager for SA and NT, managing the Field Sales teams which enhanced my skillset. When I returned to Melbourne, I became the Customer Development Executive on the Coles account for our Homecare categories.

I have gained varied experience with Colgate-Palmolive that would have been hard to find elsewhere. And the skills I've developed have contributed greatly to my success as a Customer Development Manager.

#### A word of advice

Real-world experience will set you apart and put you at the top of the list. So aim to get as much exposure to the world of sales and marketing before you graduate.

Also, talk to your university lecturers about your interests. Monash has strong connections with the industry and is best placed to guide you in the right direction.

Clubs and societies also provide you with great organisational experience and help you connect with industry professionals.

Lastly, be flexible and open-minded. I never intended to work in sales, but taking that first role at Colgate-Palmolive changed my perspective completely and I've never looked back!

## ALUMNI SPOTLIGHT

### Iain Paton

**Bachelor of Business  
(Marketing)**



#### About me

I'm a Customer Development professional with 13 years' FMCG experience in Field Resource Management, National Account Management and Retail Category Marketing.

As the Customer Development Team Leader within Colgate-Palmolive's Coles, Kmart and Target businesses, I'm responsible for overseeing our end-to-end customer relationships.

#### My highlights

While studying at Monash, I accepted an internship program with the Commercial Insights department at Fosters for six months.

The internship looked great on my resume and the skills I learnt helped me secure my position with Colgate-Palmolive. Understanding corporate communication

is the key to success in any industry. Everyone at Colgate-Palmolive is talented, but it's their ability to communicate and motivate others that sets them apart.

Since joining Colgate-Palmolive, I've had nine roles – all of which have played their part in my success. In particular however, the 12 months I spent as the Victorian District Manager was integral to my professional development. I oversaw 21 sales people, which enriched my understanding of how people are motivated differently and how to empower those around me.

#### A word of advice

Don't be afraid to jump in the deep end.

Tough situations force you to look for alternative solutions and give you the opportunity to impress people who may not know what you're made of.

# MARS

australia



## About Mars

Mars is a family business that's been making products for people (and the pets they love) for more than 100 years.

When you think of Mars, you'd probably think chocolate – with brands such as M&M's®, Snickers® and Twix® coming to mind. But Mars is also the name behind many other global brands including Pedigree®, Royal Canin®, Dolmio®, Whiskas®, Schmackos®, Skittles®, Extra® and Uncle Ben's®.

Working across 78 countries, we're a team of 100,000 self-proclaimed Martians. We're pet obsessed, confectionery lovers, foodies, dream chasers and community builders.

We're also a diverse, extended family that wakes up every morning ready to make an impact – on our business and the world. And we do it by keeping The Five Principles at the heart of everything we do: Quality, Efficiency, Responsibility, Mutuality and Freedom. These principles inform our decisions and unite us across geographies, languages, cultures and generations.



## Our graduate program

Known as The Mars Leadership Experience, the Mars graduate program comprises of three rewarding years packed with great experiences and learning opportunities.

Designed to build your functional, technical and leaderships skills, our program is highly personalised. We're committed to helping you grow – both professionally and personally. We'll work with you to understand your career ambitions and navigate your rotations year on year.

To us, every graduate is a potential leader. That's why the moment the program starts, you'll be handed huge responsibilities. You'll be free to explore the new and play an integral role in our continued success. And the best part? You'll get to do all this as you work with the industry's top talent, who are all keen to support you in your leadership journey.

## Our locations

Mars is a regionally-based business. This means we offer a unique opportunity for our Associates (plus their families and pets) to enjoy fantastic lifestyles in major regional centres while offering challenging and diverse employment. Most of our roles are located at our regional hubs in:

- Ballarat & Wodonga (Victoria)
- Asquith & Wyong (New South Wales)

We also have representation in major cities including Sydney and Melbourne, mostly for our Sales opportunities.

## ➤ How to apply

To learn more or to apply, head to [marsgraduates.com.au](https://marsgraduates.com.au). To be eligible you'll need to be an Australian or NZ citizen or permanent resident at the time of application.

# Kraft *Heinz*

## About Kraft Heinz

Our visions – ‘Be the Best Food Company’ and ‘Growing a Better World’ – set the course for who we aspire to become.

It’s ambitious and guides us towards our long-term objectives. It describes who we’re going to be together. And it encompasses our steadfast commitment to product quality and the enduring power of our brands.

But ‘best’ means different things to different people. For us, it means that we’re the most profitable food and beverage company in the industry, powered by the industry’s top talent. It means that our products are the best quality, top-rated in consumer blind tests. And it means that we have the leading brands in all categories in which we compete. Being the best also encompasses our commitment to the communities where we work and live.

‘Growing a Better World’ is the second part of our vision statement. With these words, we affirm our dedication to act as a good corporate citizen, focused on the sustainable health of our people, our planet and our company.

The following values are the pillars that support our vision: Ownership, Meritocracy, Integrity, Quality and Innovation. They reflect who we are, what has brought us to where we are today, what we believe in and what we stand for.

## Our culture

The Kraft Heinz culture can be best summarised in one word: Ownership.

We think and act like owners of our business, treating every dollar as if it were our own. We recognise and reward outstanding performance at every level, in the true spirit of meritocracy.



In fact, ownership and meritocracy are the two most exciting elements of the Kraft Heinz culture. They create an environment of empowerment that's unique to our company – and they provide high-potential employees with unlimited growth opportunities.

### Our graduate program

Our graduate program is a departure from the ordinary training experience. We immerse talented and driven people in our businesses and fast track them for big roles in our company.

Instead of specific degrees from particular disciplines, we look for fresh thinkers – graduates who are entrepreneurial, self-motivated and enjoy working collaboratively. Future leaders who can help us become the world's best food company and, in doing so, build a better world.

We have positions across HR, Marketing, Sales, Finance, Supply Chain, R&D, Legal and IT. We also have an operations stream for graduates eager to become one of the next leaders of our manufacturing and operations functions.

Graduate program applications open from March to April 2018.

### Our internship program

Our Summer Internship Program runs during the university summer break from December to February. Please apply by September/October.

### ➤ How to apply

Send an email to [people@kraftheinzcompany.com](mailto:people@kraftheinzcompany.com).

SAME OLD STORY OR  
**BRAND NEW  
CHAPTER?**  
IT'S A QUESTION OF TASTE.



**Career opportunities**

Be someone who lives for the adventure. Be a graduate who loves to tackle a challenge and has the drive to fast-track into a big role.

Do more, be more. Start your career as you mean to go on. Whatever your aspirations, experience something exceptional at Kraft Heinz. We'll give you the freedom to determine your own direction and deliver in your own style. Outperform our expectations and you'll move forward faster than you ever thought possible. Come ready to dream. Come eager to grow.

Get a taste of what your career could be at [kraftheinzcareers.com.au](http://kraftheinzcareers.com.au)

**Kraft**Heinz



## ALUMNI SPOTLIGHT

### Kelly Winger

**Bachelor of Business  
(Marketing/Management)**

#### About me

I finished university at Monash in 2016 and went straight into a graduate role at Kraft Heinz. During university, I scored a Marketing Assistant role and kept a weekend retail job which well prepared me for my rotations at Kraft Heinz.

#### My highlights

I undertook several rotations throughout the graduate program including field sales, marketing in the Golden Circle brand team – and then onto digital, media and activation. These all gave me a lot of experience and led me to my final full-time position.

Now Brand Manager of Digital Marketing, Media and PR, I work across categories and brands with lots of autonomy.

I manage key areas of the business and interact with a variety of functions. This gives me the opportunity to learn how a product progresses from early development to communications, media, point of purchase, digital strategy and more.

Since finishing university, my learning curve has been almost vertical.

There's nothing like learning and developing skills on the job, and being able to apply my marketing knowledge as I go.

#### A word of advice

Stay focused in your final year and don't worry too much about not having a job when you finish. There are so many graduate and entry-level opportunities out there. You just have to be proactive.

Remember you have two years after graduating to find a grad job if that's what you've set your heart on. But it isn't the only way to kick-start your career. Be sure to make full use of the university tutors and lecturers as they have a wealth of knowledge and industry connections to pass on.

Also, cherish your free time, free uni meals and cheap Thursday night uni parties. It all seems to disappear fast once you start full-time work.



## ALUMNI SPOTLIGHT

### Liberty Gadd

Bachelor of Arts

Bachelor of Laws

#### About me

I'm currently a Brand Manager at Kraft Heinz.

#### My highlights

My graduate program experience began with factory and distribution centre visits as well as a month-long stint in field sales. This was an invaluable opportunity to understand what the company really does: make and sell food.

I then joined the marketing team and worked across the infant and cheese categories for six months. During this time, my weeks were filled with developing packaging artwork with agencies, attending focus groups, tracking budgets and preparing inputs for retailer ranging.

Since my promotion in September, I have shifted my focus to the frozen meals account. As the lead on several Australian frozen meals projects, I'm quickly refining my project management and stakeholder engagement skills.

#### A word of advice

Keep an open mind. Just because you studied science, doesn't mean you have to be a scientist.

My time at Kraft Heinz has proved that success in the workplace is not dependent on what you studied. Your ability to get along with others and show passion and resilience is infinitely more important.



## ALUMNI SPOTLIGHT

### Rebecca Taylor

**Bachelor of Business and  
Health Science**

#### About me

I'm a travel enthusiast, love a good cup of tea and have an odd passion for real estate. Working for a multinational organisation, that could lend the possibility of living overseas, has always been a desire of mine.

I'm also a curious person. I love meeting new people and challenging myself. And I'm now fortunate to be in a role that encourages these three things.

#### My highlights

During my final year at Monash, I was offered a graduate role at Kraft Heinz.

Before starting the program in January, I worked as an intern in the HR department. With my final exams about to start, and juggling a second internship and a retail job, I was crazy enough to accept the challenge.

The Kraft Heinz graduate program gave me the opportunity to rotate through various functions including Field Sales, Exports and Marketing. Each rotation was integral to my development, and helped me in my current position as a Brand Manager within the Golden Circle team.

I have been fortunate to work on two campaigns where I have managed various components such as point of sale, on-pack stickers, promotional websites and budgets. It has been both exciting and challenging. And I'm learning something new every single day!

#### A word of advice

Graduate programs are a great kick start to your career, but they're not the be-all-end-all.

There are plenty of entry-level positions at Kraft Heinz and other companies that provide equally great opportunities.

Positivity and the right attitude will get you a long way.

Don't believe that a job will fall into your lap. Instead, go the extra mile to chase the job you want. Learn about the company, practise interview questions and show how much you want it. It took a friend's dog, a can of baked beans and my face photoshopped onto a mountain range in Switzerland to get me to where I am today.



# the lab

## About The Lab

We believe in being ambitious and curious. We believe that 'iron sharpens iron'. And we believe in igniting tomorrow.

Our workplace culture is all about inquisitive people, exciting work – and a relaxed and collaborative atmosphere.

## Our graduate program

As a graduate at The Lab, you'll be involved in projects from the beginning. The role is remarkably diverse. You'll work across categories, industries and business problems – from positioning, usage and attitude, to innovation and communication.

You'll help us perform research, manage clients, analyse and write reports. We also do extensive cultural analysis, which is overlaid on all our client work.

We're always on the lookout for curious minds. But the best times to reach out are between November and January or April and June.

## How to apply

Send an email to [info@thelabstrategy.com](mailto:info@thelabstrategy.com) or call us on 03 9016 5459.



## ALUMNI SPOTLIGHT

### Lena Andersen

**Bachelor of Business (Marketing)**

**Bachelor of Arts (Media and Communications)**

#### About me

I am a Consultant at The Lab. I've been working here since starting as an intern through the Marketing Internship unit.

#### My highlights

I've been working in marketing for about six years now. I was one of those millennials that wanted to soak up as much knowledge and experience as I could. And for me, uni was just one part of that.

So, quite early into my double degree, I switched to part-time study and landed a job as a PR and Marketing Assistant. This gave me excellent on-the-job experience and I was able to directly apply the theory I was learning at uni.

Towards the end of my degree, my itch for new knowledge continued – so I decided to do the Marketing Internship unit. Always fascinated by people's thoughts and behaviours, what makes them tick, and good consumer and cultural insight, The Lab was a perfect fit for me.

After working on real client projects (no coffee runs!), I officially became a Labster in June 2015 as a Digital Insights Executive. During my first year in the role, I managed online research communities

for clients and conducted traditional qualitative research.

Now, two and a half years on, I'm a Consultant. I work with clients across a range of categories – including TV, entertainment and media, FMCG, insurance, energy and sport.

#### A word of advice

I believe that learning is for life. Just because your degree is almost over, doesn't mean that your learning is too.

The world is full of opportunities. But if you don't take the time to explore what's out there, you're doing yourself a disservice.

Try to go to as many networking events as you can. And when you do, listen, take notes and absorb everything. Speak to guest presenters, raise your hand – or approach them privately afterwards.

Finally, apply for internships and work experiences. Even if you leave with more questions than answers, don't worry. Life isn't about getting all the answers right away. It's about being curious and learning as you go. If you go down the rabbit hole you'll come out knowing more – about yourself, the job market and the industries that suit you.



## ALUMNI SPOTLIGHT

**Reynaldo Yamin**

Bachelor of Business (Marketing)

**About me**

I'm a consultant at The Lab in Melbourne. I landed at The Lab through the Marketing Internship unit offered at Monash (which I highly recommend).

**My highlights**

One of the first pieces of advice I gained at The Lab was to 'always put yourself out there'. This quickly became my impetus to strive for new challenges and explore my curiosity.

After my three-month internship, I landed a position at The Lab. And those words still bleed as true as it did in my first week.

The Lab is not shy of backing its team and throwing you in the deep end, and it's that trust and support that has allowed me to succeed in my role.

One of the first projects I worked on, and probably still one of my favourites, was a large project for Reece. I was immersed in the world of bathroom renovations and interviewing people in their homes (and bathrooms) across Melbourne and Sydney.

Since then I've worked on a variety of projects across positioning, usage and attitude, segmentation, journey mapping and innovation for companies within finance and insurance, energy, sports, retail, FMCG and more. The diversity keeps things interesting and gives me a wider perspective of the world.

**A word of advice**

The value of university is a hot topic, and something that I questioned too. We're hearing more and more that employers are looking for experience rather than good grades. So why put yourself through a three or four-year course?

But it wasn't until my final year that I realised how vital university was.

Even though some of the theory I've learnt has been useful, I only really felt the value of uni when I leveraged the resources and networks that were so accessible to me as a student.

It's pretty daunting to make your career decision in your 20s. So I started to speak to people around me – all with different perspectives – to help me make informed decisions. It's important to talk to lecturers, tutors, classmates and to accept IBL or internship programs.

Signing up for the Marketing Internship unit with Jane Carroll was the best thing I've done. An internship is a great way to gain insight into the working environment and to prove your work ethic. Even if there isn't a job at the end, a hard worker is never forgotten and the impressions you make in the early stages of your career will last.

So put yourself out there. And always be open to new perspectives!



MONASH  
University

# ACRS

## **About the Australian Consumer, Retail and Services (ACRS) research unit**

Positioned within Monash Business School's Department of Marketing, the ACRS has a 35+ year history as a globally respected source of retail, services, consumer and marketing knowledge.

Combining commercial thinking and academic rigour, the ACRS provides organisations with actionable insights through commercial research, seminars, trends analysis or engaging with subject matter experts.

## **Our culture**

A small team of forward-thinking researchers – and supported by experienced academic advisors – ACRS is built on open communication, inclusiveness, teamwork, continuous improvement and integrity.

Connecting students with industry and academia, ACRS creates exciting opportunities for Monash students to connect with industry through

networking events, internships and graduate programs.

For students considering Honours or a PhD in Marketing, ACRS can connect you with academic supervision and industry partners to support your postgraduate research.

## **Our internship opportunities**

With a small team of researchers, ACRS is constantly looking for assistance with our wide range of research services.

ACRS offers formal internships through the Marketing Internship unit – as well as informal internships to other students.

During your internship, you will contribute to a multi-stakeholder behavioural tracking study and author online publications that are made available to industry partners.

## **How to apply**

Please submit an expression of interest via [bit.ly/acrsstudentopportunities](http://bit.ly/acrsstudentopportunities).



## ALUMNI SPOTLIGHT

### Paolo De Leon

**Bachelor of Business  
Honours in Marketing**

#### About me

Born in the Philippines and raised in Australia, I completed my Bachelor of Business at Monash where I developed an interest for marketing and research methods and analyses. These interests spurred me to extend my studies into an Honours in Marketing.

After graduating, I was keen to work in research, which blended my commercial marketing knowledge and academic research skills.

I started working as a Research Consultant at the ACRS in 2017. In this role, I have managed an ongoing behavioural tracking study that investigates Australian shoppers' multichannel preferences and behaviours. I've also contributed to bespoke tracking, thought-leadership and customer experience projects for a variety of industries including convenience, real estate and entertainment.

#### My highlights

Academically, I was recognised on the Dean's Honour List in 2016 and 2017 for achieving a WAM grade in the top 2% of Monash Business School students and First Class Honours. I was also awarded the Sir John Monash Medal in 2017 for academic achievement and my contribution to mentoring secondary students through the Access Monash program.

Professionally, prior to working at ACRS, I interned at a 'big four' accounting firm and worked casually in a leadership position at Access Monash.

In my short time at ACRS, I have managed two major research projects and an ongoing behavioural tracking study, collaborating with globally recognised retailers and service providers.

I attribute much of what I have achieved to the opportunities Monash University provided me. I've also been fortunate that the knowledge and skills gained in my undergraduate studies have translated well into my career.

#### A word of advice

Take every opportunity to meet people in your industry, whether it be your peers, tutors, lecturers and industry professionals via networking events.

I never fully appreciated the value of networking until I received a phone call from one of my lecturers and the ACRS Managing Director asking if I would like to interview for my current role. My lecturer was aware I was in the job market and I had met the ACRS team at a networking event three months earlier. So you never know where conversations can lead. If nothing else, these conversations can provide valuable insights into your desired career and industry.

# Monash Career Connect



- 
- 58** 8 ways to boost your resume
  - 60** how to write a winning cover letter
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# 8 ways to boost your resume

1



Do your research

Take the time to research the organisation and the position that you are applying for.

This will help link your skills and experiences from your studies, work experience and community work to the role.

---

2



Tailor away

Try not to use the same resume for every role that you apply for.

By tailoring it to each different position, you will stand out for all the right reasons. After all, the goal of your resume is to show that you have the skills, knowledge, qualifications and attributes needed for that job.

---

3



Think about the structure

Your resume should:

- List the most relevant information relating to the job first (e.g. your qualifications or relevant industry experience)
  - List your education and employment history in reverse chronological order
  - Include any outstanding marks you have received – especially for subjects relevant to the position you're applying for
  - List your responsibilities and achievements for each work experience (beginning each point with an action verb such as formulated, identified, solved, accomplished, managed etc.)
- 

4



Keep it relevant

Always keep to the point and emphasise what you have achieved.

For example, if you have relevant work experience, include a separate heading such as 'Marketing-Related Experience'.

But remember, marketing experience does not have to be paid work. Perhaps you promoted an event as part of a voluntary role? If so, be sure to include it in this section.

5



## Emphasise your strengths

You need to communicate what skills and strengths you can offer that make you more appealing to employers – perhaps in a ‘Skills Summary’ section of your resume.

Examples might include communication, creativity, initiative, professionalism, planning and organisation, problem solving, intercultural competence, teamwork, use of tools and technology, and so on.

6



## Include community work

Don't forget to include your voluntary and community work. Employers value people who are socially aware and willing to contribute to the greater community.

What's more, these experiences often show skill development.

Also mention any professional associations (such as the Australian Marketing Institute on your resume). It demonstrates your interest and commitment to the marketing field.

7



## Show that you are human

You may or may not include a list of your ‘interests and hobbies’ – it's a personal choice.

Employers are usually interested in you as a person and this section could add another dimension.

8



## Don't forget your referees!

Finally you need to include details of your referees. List their name, job title, company and contact details.

Be sure to select people who have witnessed your capabilities in a working environment. And of course, speak to your referees before including them on your resume.

It is acceptable to write ‘referees available upon request’. But you will need to provide details if employers are serious about employing you.



You can view resume examples at [monash.edu/career-connect/jobs/apply/resume-samples](https://monash.edu/career-connect/jobs/apply/resume-samples)

# how to write a winning cover letter

**A good cover letter is engaging and shows the employer that you have what it takes to do the job.**

It also convinces the reader that you're enthusiastic and demonstrates your written communication skills.

## Your letter should:

- Include the job title and reference number (and perhaps how you found out about the job)
- Include a brief introduction about yourself and the purpose of your letter
- Highlight relevant technical and personal skills, qualifications and experience
- Briefly describe your course, majors or specialisations and results if they are strong
- Articulate why you want this job
- Match the selection criteria (if relevant)
- Show that you have done your research
- Give specific examples from your key work experiences
- Reflect your personal style through your writing
- Include your contact details

If you're writing a letter of enquiry (known as a 'cold contact' letter), briefly include your current career or study circumstances and any specialised professional skills. And be specific about the type of job you are interested in.



You can view cover letter examples at [monash.edu/career-connect/jobs/apply/cover-letters](https://monash.edu/career-connect/jobs/apply/cover-letters)

# final tips for presentation & polishing

- 1** Your resume should be around 2-4 pages long. That said, follow employer instructions explicitly. If they state that they require a two-page resume, adhere to this requirement.
  - 2** Your cover letter should be a single A4, typed page with wide margins and a size 10, 11 or 12-point font (depending on your chosen font).
  - 3** Use easy-to-read and professional fonts such as Arial or Calibri (avoid Comic Sans).
  - 4** Be consistent in your font type and size between your resume and cover letter. Your job application should look like a package (i.e. same font, font size, margins etc.).
  - 5** Triple check the grammar and spelling across both documents.
  - 6** Ensure your formatting is consistent. Apply clear headings and bulleted lists – and make sure everything is aligned.
  - 7** Include plenty of white space and use plain business English at all times (i.e. avoid abbreviations, buzzwords, jargon and slang).
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# how to tap into the hidden job market



It is estimated that over 70% of jobs are not formally advertised. And that means many job vacancies are being filled through alternative methods – such as networking, research and direct approaches.

So if you want to improve your chances of finding a job, you need to know how to tap into the hidden job market.

Proactive job seeking will improve your communication skills, your understanding of the job market and the types of opportunities available.

Following are some strategies to help you be more proactive.

# how to tap into the hidden job market

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## Online research

These websites are a great starting point for your proactive job search:

- Monash Career Connect: [monash.edu/students/career-connect/](https://monash.edu/students/career-connect/)
- Graduate Opportunities: [graduateopportunities.com](https://graduateopportunities.com)
- Australian Association of National Advertisers: [aana.com.au](https://aana.com.au)
- Australian Direct Marketing Association (ADMA): [adma.com.au](https://adma.com.au)
- Australian & New Zealand Marketing Academy (ANZMAC): [anzmac.org](https://anzmac.org)
- Australian Marketing Institute (AMI): [ami.org.au](https://ami.org.au)
- Australian Market & Social Research Society (AMSRS): [amsrs.com.au](https://amsrs.com.au)
- Marketing Association of Australia and New Zealand: [marketing.org.au](https://marketing.org.au)
- Advertising Federation of Australia: [afa.org.au](https://afa.org.au)
- Monash Career Gateway (Access via your Monash authcate login)

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## Networking

Networking is an effective way to learn about unadvertised positions and get your foot in the door – with a lot less competition.

Here are some tips to help you network:

- **Make a list of contacts:** Consider friends, family, lecturers and tutors, members of clubs or groups you belong to, former colleagues and so on. Place the people you know well at the top of your list.
- **Do your research:** Research the relevant companies and industries before approaching them. And write questions to ask before you contact them.
- **Present yourself well:** Prepare a two-minute pitch about your skills, experience and interests. But also work on your small-talk skills – they come in handy at networking events. And consider creating a business card for yourself. It should look professional and include your contact details, qualifications and areas of interest.



For more information, visit [monash.edu/career-connect/jobs/find-a-job/networking](https://monash.edu/career-connect/jobs/find-a-job/networking)

## **Direct canvassing**

Direct canvassing is all about approaching companies you're interested in working for – even if they're not formally advertising a job.

This may feel daunting. But the pay-off can be huge.

Where possible, use your network to connect with employers. If you don't know anyone working for the company, research the most appropriate person to contact. LinkedIn is an excellent place to start. (But remember, LinkedIn is also a research destination for employers and recruiters. So keep your LinkedIn profile up-to-date and ensure it presents you as a credible marketing professional who manages their personal brand.)

Remember, you're not asking for a job. You're simply keen to learn and network upon entering the workforce. Your objective is to set up an 'information interview'.

Here are some tips for setting up an information interview:

- Remind the person how you know them or who referred you (if relevant)
- Explain that you're interested in their field and would appreciate an insider's view
- Ask if they can spare 10 minutes to meet with you in person. If they're busy, ask when would be a good time to call back, or ask if they would prefer you to contact them by email
- Confirm your meeting with an email
- If they cannot help you, ask if they can suggest another person to approach
- Thank them for their time and help
- If they agree to meet you, dress appropriately, bring your business card and resume – and prepare your questions



go to  
[monash.edu/students/  
career-connect/find-  
a-job/information-  
interviewing](https://monash.edu/students/career-connect/find-a-job/information-interviewing)



Learn more at [monash.edu/career-connect/  
jobs/find-a-job/direct-canvassing](https://monash.edu/career-connect/jobs/find-a-job/direct-canvassing)

## **Gain work experience**

Many employers want to hire people with previous work experience as this demonstrates a range of skills.



Learn more about work experience opportunities through Monash, go to [monash.edu/career-connect/  
jobs/employability/work-experience](https://monash.edu/career-connect/jobs/employability/work-experience)

# how Career Connect can help you

Learn more about our services via:  
[monash.edu/students/career-connect/plan-your-career](https://monash.edu/students/career-connect/plan-your-career)



Monash Career Connect is here to:

- Check over your job applications
- Provide interview tips, including Interview Stream ([monash.interviewstream.com/signup](https://monash.interviewstream.com/signup))
- Develop your employability using Student Futures ([student-futures.monash.edu](https://student-futures.monash.edu))
- Identify and outline your work rights
- Provide access to the Career Gateway jobs board ([careergateway.monash.edu.au](https://careergateway.monash.edu.au))
- Help develop your leadership skills
- Help you volunteer at Monash ([monash.edu/volunteer](https://monash.edu/volunteer))
- Offer access to career seminars and events

### A valuable resource

The Monash careers team has created a resource for marketing students that includes the following:

- Career options for people with a marketing qualification
- Potential employers (government, private and not-for-profit)
- Relevant professional associations
- Relevant Monash clubs and societies

➤ Go to [monash.edu/\\_\\_data/assets/pdf\\_file/0019/580141/marketing.pdf](https://monash.edu/__data/assets/pdf_file/0019/580141/marketing.pdf)

# Closing



Hats off to the 2018 team for pulling off another amazing edition of the Careers Book.



# address

Anne Tran



I am proud to have first led the Careers Book initiative in 2014. I wanted to create something tangible to give back to our members and something they could use while looking for their dream job.

This book is a testament to the calibre of the Monash graduates out there who, once in the same position as you, are now achieving greatness.

To know that there is a fourth edition of this makes me extremely proud of the 2018 team. And I'm excited to see what's in store for them this year.

It wasn't long ago that I was wondering what to do when I finished my degree, and what I wanted to do for the rest of my life. It was daunting to say the least.

I started uni not knowing a soul. I was a shy teenager that wanted nothing more out of university then to go to classes, hand in my assignments on time and go home to catch the latest episode of Suits.

But I had it all wrong. It wasn't until I met Mai Vo (MMSS President 2013) that I realised the power of extracurricular activities. They look great on your resume and are the perfect avenue to form new friendships with energetic, likeminded people.

As I look back on my five years of studies, I can say that joining the MMSS was one of my highlights. I met so many remarkable people who will be in my life for a very long time. I also learnt a lot about myself, the power of networking – and how to secure graduate and internship positions.

For those of you who are graduating, my advice is to be YOU! Create a path for yourself. Set goals. Apply for positions and send emails to companies that interest you – even if they don't have a formal intern or graduate program.

Bite the bullet and go for it!

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## Anne's top tips

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### Network

Attend as many networking events and talk to as many representatives as you can. And collect business cards and email addresses so that you can go for as many coffee catch-ups as possible. Who knows, it could land you your dream job.

I cannot begin to express how much having the right connections has helped me.

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### Get involved

Committees, societies, open day volunteering – you name it! Try anything that encourages you to step outside your comfort zone.

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### Be yourself

Don't pretend to be someone you're not. Recruiters are trained to see right through that.

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### Be persistent

I was easily disheartened by rejection emails. It often felt like my inbox was flooded by them! Sometimes a 'no' does seem like the end of the world – but why not take it as 'not yet'? Ask for feedback, improve and be persistent.

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### Do your research

If you're passionate about the company you've applied for, know why you'd like to work there, understand their clients, values and morals.

Passion goes a long way in the corporate world.

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### Don't be afraid of hard work

Success isn't about luck. It's about knowing the right people, gaining work experience (unpaid if necessary) and asking questions.

Remember to cross your t's and dot your i's. It'll get you one step closer to your dream job. Trust me.



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