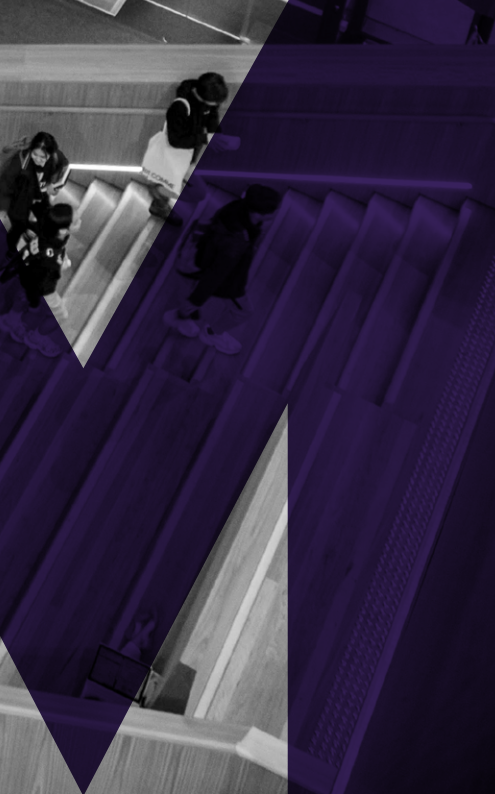


MMSS

MONASH MARKETING  
STUDENTS' SOCIETY



# 2021

## CAREERS BOOK

### **Disclaimer**

The authors and editors have taken utmost care in compiling this Careers Book.

We disclaim and accept no liability for any errors, omissions, misunderstandings or misuse by any person who uses or relies on it.

The Monash Marketing Students' Society accepts no responsibility for any damages, injuries or losses that result from any person relying – partly or wholly – on any material omitted, included or inferred in this publication.

## MESSAGE FROM THE EDITORS

On behalf of the Monash Marketing Students' Society, we're proud to present the 2021 edition of the Careers Book. In recognition of our 50-year anniversary, this book is a celebration of the relationships, networks and events that have touched so many students over the years.

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Through our alumni spotlights, we hope to answer the question, 'Where can my Monash degree take me?'. These inspiring stories showcase the career journeys of those who once stood in your shoes.

Through our resources on personal branding, networking and the hidden job market, we aim to help you secure a graduate role or internship in a company and industry that you love.

And through our event profiles, we highlight the many opportunities MMSS provides for you to connect with like-minded students, network, build your skills – and have fun.

To all our current and future marketing students, we wish you the very best for 2021 and beyond. We look forward to seeing where your studies and careers take you.



**Margarita Vasilopoulos &  
Daniela Tomaselli**

2021 MMSS Careers Book  
Publications Team

# COVID-19: THE CHALLENGES AND OPPORTUNITIES

Wondering how the global pandemic impacted the marketing industry in 2020? Feeling uncertain about your career prospects as a marketer? We get it. That's why we wanted to share some good-news stories from four inspiring business leaders – who are all also proud Monash alumni. Although not without its challenges, the future is bright as a Monash Marketing graduate.



**JAMES KANE**  
**Managing Director**  
**Mondelez International**  
**(Malaysia & Singapore)**

MDLZ is a world-leading snacking company, and the name behind well-known brands including Cadbury, Oreo, Trident and Philadelphia.

On the whole, snacking was as popular as ever in 2020 (phew)! And while we saw major changes in shopper trends in different categories, we've navigated the challenges relatively smoothly. Some categories like biscuits grew on the back of panic buying, while others like gum and candy contracted as consumers prioritised differently during the pandemic (it's difficult to chew gum while wearing a mask).

When COVID-19 first hit, I had to be clear on the business and brand response, and keep internal and external stakeholders informed and engaged.

Many changes were needed in-flight, and not all were popular. So, ensuring a clear link back to our company purpose was critical.



BLOOMEFFECTS  
AMSTERDAM

**KIM VAN-HAASTER**  
**CEO and Co-founder**  
**Bloomeffects**  
**(Amsterdam)**

I co-founded Bloomeffects, a Dutch online skin and beauty retailer, in 2020 – so we had all the challenges of being a start-up on top of the calamity of the coronavirus.

As you can expect, I had to make some very quick and difficult decisions to ensure the survival of the business. And the key to success for me was to be a marketer first and a CEO second. This allowed me to balance the creative, strategy and bottom-line daily.

Believe it or not, I have been using Porters 5 Forces and the 5 Ps of marketing every day. I also still use the skills I developed in Strategic Marketing, including how to write a marketing plan.

And I'm proud to report that the year ended on a high! We won awards, garnered press impressions, landed national US distribution and grew our presence on Instagram and TikTok significantly.

# FOR MARKETERS IN 2020 AND BEYOND



**KEN GRIFFIN**  
**CEO, Australian**  
**Primary Health Care**  
**Nurses Association**  
**(APNA)**

COVID-19 has had a significant impact on primary healthcare – and nurses are the biggest workforce in this industry.

In a crisis, often plenty is being done, but nothing is differentiated. So APNA looked at the pandemic as an opportunity to better meet our members' needs in terms of support and advocacy. This is one of the reasons we were able to grow our membership in 2020.

The crisis also accelerated our digital capability and our investment in technologies that we previously considered 'nice-to-have'. And it brought our team together in unexpected ways, making us even more collaborative and nimble.

During an emergency, you also learn very quickly which third parties you can work with. We established some strong bonds with groups we didn't previously know in 2020 – many of which have already led to powerful discussions about opportunities post-COVID-19.



**Nucleus**  
**Network**  
*Advancing medicine, improving lives.*

**RIC NAVARRO**  
**Chief Marketing**  
**Officer**  
**Nucleus Network**

My 2020 was a marketer's dream – working for an international clinical trials specialist, spearheading some of the world's leading COVID-19 vaccine trials.

As a Melbourne-based company, we successfully attracted some of the world's largest biopharma companies, bringing their studies to Australia. In the midst of a pandemic, we've become an exporting success story.

My appointment to create and lead the marketing function at Nucleus Network began in January 2020 – just before the global spread of COVID-19.

In many respects, this serendipitous collision provided an important contribution to the way we approached our crisis communications, response plan and business continuity plan.

As a member of the executive team, I had the opportunity to engage, influence and take direct action: all vital ingredients in how the company navigates the pandemic.

**Read the full stories of how these business leaders survived 2020 by scanning the QR code:**



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EDITION 7, 2021

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# launch your career



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## featured

**09** Your LinkedIn profile

**12** Resumes

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# YOUR LINKEDIN PROFILE

A professional LinkedIn profile isn't a maybe – it's a must. But how do you create one that sets you apart? And how do you present yourself in the best possible light?

## Why your LinkedIn profile matters

LinkedIn is a powerful professional networking tool that has the potential to open all sorts of doors.

It's a place to connect with prospective employers, keep up with industry news, engage in topical dialogue and share your insights.

Getting your profile right is the first step to a positive digital footprint and personal brand.

## 1 Speak volumes – with the right photos

### Profile photo

The right image will build instant trust. So make sure your profile photo:

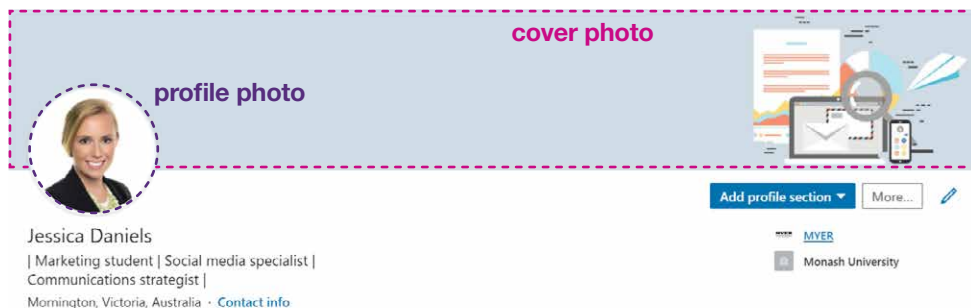
- Is a professional head and shoulder shot (not a selfie from your mate's 21st)
- Has a plain background (no busy backdrop)
- Is 400 x 400 pixels

### Cover photo

Your cover photo should complement your personal brand.

It could be a quote that embodies your philosophy, a picture of you volunteering – or an object that symbolises your passion.

The recommended size is 1584 x 396 pixels.



**Did you know?** MMSS sometimes invites a professional photographer to events. So if you need a headshot for LinkedIn, get in touch.

## 2 Hook them in with a strong headline



Jessica Daniels

| Marketing student | Social media specialist |  
Communications strategist |

Mornington, Victoria, Australia · [Contact info](#)

Your headline is the place to communicate your ‘so what’ (often referred to as your ‘value proposition’). To write a headline that entices viewers, make sure to:

- Highlight your key point/s of difference
- Keep it short and sharp
- Stay humble (avoid words like ‘top-performing’ and ‘best’)
- Integrate terms that people may use to search for someone with your skills

## 3 Tell a story in your summary

### About

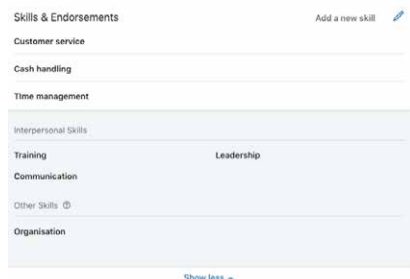
This is where you tell prospective employers more about you.

Now that you have your readers’ attention, delve into your career goals, achievements and backstory. When you write your summary, remember to:

- Keep it to five sentences or fewer
- Write short, sharp sentences
- Talk in the first-person to appear friendly and genuine
- Choose simple words over jargon (e.g. ‘finish’ instead of ‘finalise’)
- Use bulleted lists where possible to communicate several related ideas
- Include media samples as proof points to the key messages in your summary

## 4 Expand on your expertise and qualifications

### Your skills



Include technical skills such as UX design, video production – as well as soft skills such as customer service and leadership – that are relevant to your future career.

### Your experience



Make sure the experience on your LinkedIn profile matches your resume. You can also include volunteer work you've done – and attach samples to reinforce your credibility.

### Your education



List the education most relevant to your ideal career path first. This section also helps with networking because LinkedIn makes contact suggestions based on what you've recorded.

### What next?

So you've created or modified your LinkedIn profile. What now?

First, check that your profile is set to 'public' so potential employers can find you. Also make your URL unique and easy to remember by personalising it via the 'Edit public profile & URL' button (in the top right-hand corner of the page).

From here, it's onwards and upwards:

- **Build your network:** When inviting people to connect, always send a personalised message. Also be strategic in who you reach out to. Don't connect for the sake of connecting.
- **Get endorsements:** Start by endorsing other people's skills – it could be a colleague at work or a friend at uni. If you endorse someone, they'll usually return the favour.
- **Make yourself known:** Engaging with other people's posts and articles will boost your visibility. But don't limit yourself to just 'likes'. Share and comment too.
- **Give value through posts:** Your network is much more interested in your tips and insights rather than blatant self-promotion and 'humblebrags'. There are many ways to offer value, including writing a helpful article about digital marketing or creating an infographic with interesting industry facts.

**Need more help? Attend a Monash LinkedIn workshop today!**



# RESUMES

Gone are the days of generic Word resumes. To steal the spotlight in today's job market, you need a resume that focuses on your target audience – while also showcasing your unique self. Here's how.

---

## Research, research, research

The foundation of any good resume is solid research. This includes delving into the culture, values and personality of the organisation you're applying for.

You should also read job descriptions with a fine-tooth comb. This will help you draw out the skills and experience you need to emphasise.

## Keep it relevant

It's great that you were a professional dog walker for five years. But it won't entice the HR Manager of a market research firm to hire you.

When you write your resume, only include skills and experience that would be valuable to your prospective employer, and other points of difference that match the job description.

## Draw out your strengths

If you haven't had any professional experience, it's especially important to promote your skills and strengths – and give examples where possible.

Start by thinking about the capabilities you've developed during your studies or a part-time job. You're sure to have more relevant skills than you first think. The following skills are a good place to start.



### PRESENTATION SKILLS

Have you presented to groups and prepared engaging slides?



### DIGITAL LITERACY

Do you have digital skills that others might not? Perhaps you're a whiz at Canva, HTML or WordPress?



### RESEARCH

Have you performed in-depth research for a work or uni assignment – and then delivered your findings and analysis?



### LEADERSHIP AND TEAMWORK

Have you taken the lead on a group project that was especially successful?



### PROBLEM SOLVING AND INNOVATION

Have you tackled complex coursework, projects or case studies – and developed smart solutions to suit?



### PEOPLE SKILLS

Have you worked in an environment that's required you to network, sell or manage challenging customers?

## Show that you're human

You want to get your foot in the door. So your resume should build rapport with prospective employers and make them want to meet you.

One way to connect quickly is to use first-person language ('I's and 'you's) where possible. You can also mention personal qualities such as 'outgoing' and 'artistic' to give your reader a better picture of who you are.

## Shine a light on your community work

Many employers are drawn to people who are socially aware and passionate about championing the greater good. That's why your volunteering experience is important.

Promoting the skills acquired through your community work is likely to attract the HR Manager's attention. Examples include collaboration, adaptability, planning and creativity.

Also mention relevant professional associations you're involved in (such as the Australian Marketing Institute) to demonstrate your commitment to the field.

## Choose the right referees

We're sure Auntie Pat would give you a glowing report. But she's not a credible professional referee.

Instead, try to find people who have witnessed your capabilities in a working environment with no personal connection to you. And before you include them, ask for their permission.

On your resume, list your referee's full name, job title and company – with their contact details available upon request.

## Remember the finishing touches

They say the devil is in the detail. Here are some final things to check before sending your resume:

- **Length:** Less is usually more, so aim for a one-page resume if you can. However, follow employer instructions if they state otherwise.
- **Grammar & spelling:** Proof your resume meticulously. Even a stray comma or misplaced apostrophe can communicate sloppiness or poor attention-to-detail.
- **Readability:** Use plenty of white space and a professional font such as Arial or Calibri (avoid Comic Sans and other 'fun' typefaces). Also apply clear headings and bulleted lists – and ensure everything is aligned.

## YOUR RESUME CHECKLIST

- ☐ Contact details and social links (phone number, email, LinkedIn)
- ☐ An 'About me' paragraph that's short and sweet
- ☐ Relevant qualifications, affiliations and achievements
- ☐ Education (outstanding marks, GPA, majors, minors)
- ☐ Strengths and skills (technical and soft)
- ☐ Relevant work experience (including volunteer work), important duties and referees

**Need more help? Attend a resume writing workshop at Monash today!**



# COVER LETTERS

The message and tone of your cover letters should change with the different roles you're applying for. However, there are some fundamentals you should always follow.

## A winning cover letter:

- Includes the job title (and reference number if relevant) and how you discovered the role
- Explains why you're drawn to the position and why you believe you're a good fit
- Shows you've researched the organisation and role
- Highlights your most relevant skills, qualifications, work experience and achievements
- Communicates your excitement and enthusiasm for the role
- Is written in plain English (e.g. simple words, short sentences, active language)
- Is one A4 typed page with wide margins and size 10, 11 or 12-point font (depending on the typeface)
- Ends with a strong call-to-action (such as read my resume, get in touch)

## COLD CONTACT LETTERS

**Want to send a cover letter to an organisation not formally advertising a role?**

Briefly cover your current career or study circumstances and be specific about the type of role you're looking for. Also mention skills, experience and other points of difference relevant to the position you want.

**Need support writing a winning cover letter? Scan the QR code now.**



# JOB INTERVIEWS

Preparation is key.  
And execution is critical.  
Here's what you can do  
before, during and after  
your job interview to leave  
the right impression.



## BEFORE

### Research the organisation and role

Know who your prospective employer is and the position you're being interviewed for. This includes the organisation's history, mission, products, services and clients, as well as the role's responsibilities and selection criteria.

It's also helpful to explore the industry they operate in, so you can speak from an informed position and ask smart questions.

### Rehearse your responses

Although you won't know exactly what you'll be asked, you should at least be prepared to answer the following questions:

- **Tell us about yourself.** Reflect the job description to show how you can add value.
- **What attracted you to our company and this role?** Showcase the research you've done – and communicate why the role and organisation resonates with you.
- **What are your strengths?** Identify three of your best attributes and give examples to show how they've helped you succeed.
- **What are your weaknesses?** Remember to frame your weaknesses as goals rather than drawbacks.
- **Where do you see yourself in five years?** When talking about your aspirations, make sure you keep them realistic.

## DURING

When you meet with your employer, remember basic interview etiquette:

- Turn your phone off and put it out of sight
- Treat everyone you meet with respect, regardless of their seniority
- Shake hands with your interviewer firmly
- Maintain positive body language (sit straight, lean a bit forward, avoid fidgeting)
- Keep eye contact during the meeting – and smile
- Ask genuine questions to show your interest (have these prepared)
- Talk about your past work experiences and workplaces positively
- Stay upbeat and enthusiastic

## AFTER

Send a thank you note or email to your interviewer within 24 hours. This is also an opportunity to reinforce your enthusiasm for the role and your relevant skillset. It could help you stand out from the crowd – and potentially boost your chances of a second interview.

If your interviewer said they'll get back to you within a specific time but haven't, wait 1-2 business days before contacting them. But if they haven't specified a time, allow about 5-10 business days.

Connecting with your interviewer via LinkedIn is also a smart idea.

**For tools, workshops and other resources on job interviews, scan the QR code below.**



# THE HIDDEN JOB MARKET

SEEK and Indeed are teeming with people hunting for jobs. So if you're tired of competing with the masses, why not bypass them instead?



## Search alternative online channels

Rather than scroll through the same job sites day after day, here are several other channels you can visit:

- **Monash Career Connect:** A place to discover opportunities overseas – or jobs specifically for students or graduates.
- **Monash Career Gateway:** Managed by the University, this portal allows you to explore a range of roles specifically for students and graduates.
- **Monash Talent:** Specialising in graduate entry roles, Monash Talent can connect you to prospective employers who match your career goals.
- **Australian Marketing Institute (AMI):** AMI's job hub aims to connect prospective employers with marketing professionals at all stages of their career.
- **Australian Market & Social Research Society (AMSRS):** The AMSRS offers helpful career resources and programs – as well as research job opportunities.

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## Proactively call organisations and recruiters

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Cold calling is most successful when you start with people in your network, especially those who work for organisations that interest you.

But contacting people you don't know can feel daunting – especially when you're asking for something. That's why it can be helpful to prepare a phone script and practise it a few times. Here are tips to get you going:

- Introduce yourself – your name and qualifications are a good place to start.
- Communicate the purpose of your call and position yourself as a keen budding professional.
- Ask for the person in charge of recruiting in the area you want (if applicable).
- Outline why you want to work for the organisation and what role you're looking for.
- Communicate the skills and attributes you'd bring to the workplace.
- Ask what the application process is.
- Finish with a thank you, send your resume... and follow-up!

It's also helpful to call recruiters who specialise in marketing jobs, such as **Six Degrees** and **Creative Recruiters**. These agencies can connect you with organisations that are hiring, provide you with resume and cover letter feedback, and prepare you for interviews.

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## Leverage your connections – and establish new ones

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It's not what you know, it's who you know. (An old cliché, but true!)

You already know many people who have strong professional networks, such as your friends, family members, lecturers and tutors. So why not ask them if they know about any opportunities or relevant people they can introduce you to?

Meanwhile, also focus on building your own network. The best way to do that is to get yourself out there by attending professional events. To discover what's on, here are some good places to start:

- University societies such as MMSS
- Websites such as Meetup
- Associations like the ADMA, AMI, AMSRS and AANA
- Monash marketing department networks

# NETWORKING

Networking helps you tap into the hidden job market, which holds over 70% of vacancies\*. But few of us are ‘born networkers’. To help you mingle with confidence (and avoid the cold sweats), these DOs and DON'Ts can set you on the right path.

## DO

- ✓ Set yourself a goal for the event (e.g. make three new connections)
- ✓ Greet people with a smile and maintain good eye contact
- ✓ Listen and search for common threads (e.g. mutual connections, similar career aspirations, same industry)
- ✓ Show interest by asking questions about the other person's work, company and career journey
- ✓ Introduce people to each other based on their common career goals and interests
- ✓ Send personalised follow-ups immediately after the event (via LinkedIn or email)

## DON'T

- ✗ Go to the event simply because you feel like it's an obligation to fulfil
- ✗ Sit in the corner on your phone
- ✗ Talk endlessly about yourself
- ✗ Ask for a job outright and approach people with a pitch that ‘sells’ you as a prospective employee
- ✗ Think only about what's in it for you
- ✗ Go silent after the event, ignoring messages from people you met and not connecting when you said you would

\* Business Insider (2017)

**Looking for more  
tips on networking?  
Scan this QR code.**



# GRADUATE PROGRAMS & INTERNSHIPS

If you've landed an internship or a place in a graduate program, CONGRATULATIONS. As the first step into the next chapter of your professional journey, here's how you can draw the most out of this valuable experience.

## **SPEAK UP**



If you have an idea, don't be afraid to share it. By setting your nerves aside and speaking up, you can show your confidence – and help your team reach the next best solution.

## **ASK QUESTIONS**



This can help demonstrate your hunger to learn, solidify your understanding and reduce room for error. But where possible, spend some time researching the answer before you ask.

## **BE A SELF-STARTER**



Volunteer for a task. Do extra research to present more ideas. Give yourself something to do when there's 'nothing to do'. Everyone loves a self-starter.

## **NEVER SAY NO TO A CHALLENGE**



As a fresh intern or graduate, you'll face tasks that lie outside your comfort zone. Always try to rise to the challenge. It's the best way to grow.

## **SET GOALS**



What do you want to learn? What impact do you want to have? By setting goals, you'll have the clarity you need to drive your development – and bring real value to your employer.

## **ASK FOR FEEDBACK**



Ask your manager what you're doing well and what you could do better from their perspective. Remember to take constructive criticism as an opportunity to learn rather than as a personal attack.

## **BE A SPONGE**



Listen closely, watch carefully – and absorb everything. Whether it's joining a meeting you're interested in or shadowing a mentor, observing others can expand your knowledge and skillset.

## **TAKE THE REINS ON YOUR DEVELOPMENT**



You don't need a course to learn new things. Professional development can be as simple as following an industry publication or listening to a business podcast on the way to uni.

**If you're still searching for that next opportunity, continue to network, explore the hidden job market and refine your personal brand via your LinkedIn profile and resume. Good luck!**



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## featured

**23** How Career Connect can help you

# HOW CAREER CONNECT CAN HELP YOU

## Your partner for success

Monash Career Connect provides a range of opportunities and resources to ensure you maximise your graduate employment prospects. Their professional advisers are here to:

- Check over your job applications and provide feedback
- Offer interview tips
- Develop your employability using Student Futures
- Identify and outline your work rights
- Provide access to the Career Gateway jobs board
- Help develop your leadership skills
- Offer access to career seminars and events

**To learn more about these services, visit the Monash Career Connect website by scanning the QR code.**



## How-To workshops

Career Connect's How-To workshops prepare you for a range of steps in the job application process. These workshops cover how to:

- Write a resume
- Write a cover letter
- Answer key selection criteria
- Create a LinkedIn profile
- Interview well

You'll get tips and resources to help you craft the perfect application – as well as feedback on your own submissions.

**To learn more or register for a workshop, visit the Monash Career Connect website by scanning the QR code.**



# learning opportunities



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## featured

26 Marketing Internship unit



# MARKETING INTERNSHIP UNIT

Ready to kickstart a career in marketing? Then it's time to apply your knowledge to a real world problem: landing a job.

**Hi, I'm Jane Carroll.** In my Marketing Internship unit (MKX3631), you'll take a deep dive into your unique skills, develop professional relationships and learn how to respond to the ever-evolving business world.

With this unit, you'll discover what it takes to stand out from the crowd – and take your career in the direction you choose. Above all, you'll leave the unit more prepared for work than when you entered.



## Your internship journey

1

**DISCOVER**  
you

2

**FIND**  
your organisation

3

**SHOW**  
your value

4

**ENJOY**  
the rewards

5

**KICKSTART**  
your career

First, you'll explore the social, technical and psychological aspects of yourself.

A richer understanding of your personality and abilities builds the foundation for better career planning. It will also help you focus on an area of the job market you might be interested in.

You have many career options to choose from with a marketing degree under your belt. Which one is right for you?

Researching the organisations and industries that suit you best is the key to finding the right internship. In the current business market, it's also useful to map out a Plan B.

After entering the workforce as an intern, it's time to gain experience and prove your value.

By completing projects and working with clients and leaders, you can demonstrate your strengths – and present yourself as a true professional.

You put in the effort, now it's time to reap the rewards!

During your internship, you'll build new skills, a professional network and a clearer idea of what your career could look like.

After your internship, update your resume with the new skills you've acquired.

And who knows, the organisation you interned with might even ask you to come back – as a full-time graduate!

## Interested?

### Here's what you need to know.

It's no secret that the Marketing Internship unit is hard work. But it's extremely rewarding. So, here's what you need to know to take advantage of this opportunity.

To be eligible, you must:

- Have at least a credit average
- Be in your final year of study (exceptions may apply)
- Be available one day a week – or full time for three weeks – to complete your internship

I also highly recommend that you:

- Join MMSS
- Go to MINDS events
- Attend the information sessions held in the semester prior to your planned enrolment

### If you tick all the boxes...

You'll need to write a proposal that includes industry research, a skills evaluation and your resume. From there, you'll attend an interview with me.

If you have any questions about your application, please contact me via **[jane.carroll@monash.edu](mailto:jane.carroll@monash.edu)**.

I look forward to seeing where a marketing internship can take you!

### Jane Carroll

Practice Lecturer and Unit Coordinator  
Department of Marketing

## INDUSTRY OVERVIEW

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This sector refers to companies involved in the research, development and distribution of technologically based goods and services.

Many tech companies are using digital platforms to disrupt the market. So to work in tech, you've got to be able to move sideways and upwards, zig-zagging from projects and products.

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### featured

**28** Industry overview

## WHO COULD YOU BECOME?

### INSIGHTS ANALYST

You'll develop and enhance product offerings based on analytics – by transforming data into a consumable format.

### DIGITAL MARKETING SPECIALIST

You'll lead the digital marketing strategy of the firm which will see you be involved in SEO, paid search, email, webinars and social media marketing.

### CREATIVE DIRECTOR

You'll lead all creative strategies, overseeing content for advertising, film and digital media.

### PRODUCT MANAGER

You'll launch new products, managing their price, yield and return. Analysing their success will help you optimise the buying experience.

### PERFORMANCE MARKETER

You'll develop and execute data-driven marketing strategies. Working to grow the brand, you'll stimulate demand for the company's offerings.

### CRM MANAGER

This role will see you maintain customer relationships, loyalty and brand value through smart sales and marketing automation.

### COMMUNICATIONS AND MEDIA SPECIALIST

Working with the media, policymakers and third parties, you'll communicate why the brand is unique.

### MARKET AND CONSUMER RESEARCHER

You'll blend research and strategy to unlock the brand's best potential. Championing the needs of customers, your recommendations will help grow the business.

## INDUSTRY OVERVIEW

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Advertising is any paid, owned or earned communication that informs or influences people.

Agencies in our industry are always looking for unique and innovative ways to connect their clients with their target audiences. Key agency areas include:

- **Account service:** Taking care of clients and overseeing the creative process – from briefing to delivery.
- **Planning:** Developing strategies that range from top-line to campaign-specific.

- **Creative:** Crafting creative ideas based on client needs.
- **Production:** Bringing approved creative ideas to life, whether it's a TV commercial, event – or anything else!

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## WHO COULD YOU BECOME?

### ACCOUNT EXECUTIVE

You'll manage client projects and relationships, brief the creative department and get work signed off.

### ACCOUNT MANAGER

You'll brief the creative department on individual projects and ensure their work meets the client's needs.

### ACCOUNT DIRECTOR

Responsible for all projects and campaigns, you'll manage creative briefs and ensure that work meets client expectations.

### GROUP ACCOUNT DIRECTOR

You'll launch new products, managing their price, yield and return. Analysing their success will help you optimise the buying experience.

### COPYWRITER

From witty headlines to compelling content, you will produce the written component of a communication.

### ART DIRECTOR

Perfect if you have an eye for graphics, you'll be responsible for the visual component of a communication.

### CREATIVE DIRECTOR

You'll manage and oversee the work of all the teams and group heads within a creative department.

### STRATEGIC PLANNER

You'll work closely with the Account Director to turn client objectives into briefs for the creative teams.

## CLEMINGER GROUP

### Graduate programs at the Clemenger Group

---

At the Clemenger Group, we've employed over 125 graduates – and our programs have been running for more than 30 years.

Every year, we take graduates from Sydney, Melbourne and New Zealand.

Programs differ for each market, but we generally choose people from a range of backgrounds. You'll work with us for 10 months or more, starting in February each year.

If positions are available at the end of the term, we offer them to graduates who are curious in their work, show a passion for creativity – and are valuable to our business. In recent years, we've employed almost every graduate at the end of the program.

## CLEMINGER BBDO

### Clemenger BBDO graduate program

---

The 474 Graduate Program is ideal if you're keen to enter advertising and communications. It seeks people with interesting life experiences, the right attitude, a sense of purpose and a passion for creativity.

You'll spend up to four months rotating through Account Service, Planning, Creative and Production – then take up a fixed role for the rest of the program. At the end of the year, we hope you'll stay on as a permanent team member.

We also offer a Clemenger Internship Program. This has multiple annual intakes and is a key feeder into our Exceptions to the Rule program. This is ideal for students completing coursework.

### How to apply

---

Applications run from November to early December. To learn more, visit the Clemenger Group Careers website by scanning the QR code below.





## ALUMNI SPOTLIGHT

### Rebecca Kate Techer

**Dreamer | Optimistic | Committed**

Bachelor of Business – Marketing and Management

**I've always been a dreamer – and my goals always push me to keep going. But I've still had plenty of moments when I felt I wasn't able to achieve what others could. So, I've learnt to answer the question, "when will it be my time?" with, "when it's the right time for me".**

#### **My career highlights**

During my time as an Account Executive at Clemenger BBDO, I've worked with some amazing clients such as NAB and Smartraveller. I've also had the chance to help deliver our internship program and training sessions.

Working here has helped me develop my career and grow as a person.

#### **My graduate experience**

I started applying for jobs in the last few months of uni. But when I came across Clemenger BBDO, something felt different about this opportunity. It just felt right.

The application process for their grad program was different. I had to share a video about what makes me unique, which was out of my comfort zone.

Looking back though, it was worth it. It allowed me to see that I could bring different talents to Clemenger BBDO – talents that not everyone else had.

#### **A word of advice**

Don't compare yourself to others. It may be cliché, but it's true.

We each have our own journey, so it's up to you to find *your* passion and pursue it. Knock on every door, and eventually the right one will open. That's *your* door.



### Who we are

---

Welcome to CHE Proximity, the first of a new breed.

We're a creative agency, digital agency, data agency and full-service media agency. We're also a technology agency, service design agency, consulting agency, national agency, local agency – and an embedded agency.

You can say we've built the new agency model, but that's just headline grabbing sameness.

Simply put, we're an agency that uses data to understand people. We explore the truth to create personal and scalable experiences that influence customer behaviour – and create high commercial returns for our clients.

### What we value

---

Always curious, we constantly look for new ways to better understand people.

Our approach is centred around creative intelligence. From the trivial to the transformative, we solve challenges by balancing the powers of intelligence and creativity at every stage of the solution.

### Our internship program

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With over 120 possible roles, it's easy to find your passion with us. You'll get the chance to explore multiple career paths and gain insight into fields you've never heard of before.

You'll also learn from talented people who'll inspire you to be the best you can.

At CHE Proximity, you'll provide real solutions to issues that businesses face every day – in a hands-on way.

### How to apply

---

To learn more about our graduate and internship opportunities, visit our website by scanning the QR code.





## ALUMNI SPOTLIGHT

### Maddison Lukes

Optimistic | Curious | Organised

Bachelor of Business – Marketing and Business Statistics

**Ever since I was little, I've wanted to be a businesswoman. That's why I was drawn to a degree in marketing and statistics. Marketing merges my love of problem-solving and business. Now, after graduating in 2019, I'm a Data Scientist at CHE Proximity.**

#### My career highlights

Being a data scientist in the advertising industry lets me use my strengths in statistics and marketing.

At CHE Proximity, I've been encouraged to learn, grow and excel both personally and professionally. I have been fortunate enough to work on award-winning campaigns for clients including Samsung, ICC T20 World Cup, Mazda and Telstra.

I've been able to evolve my childhood dreams into a vision I'm living daily.

#### My graduate experience

Exploring career options in my final year of uni, I met with a CHE Proximity representative at an MMSS Beers with Peers evening. I was fortunate enough to secure an internship with them, which led to my current role.

I felt CHE Proximity's values aligned with mine. During my internship, I learned that culture and people are vital parts of an organisation.

My colleagues are talented, warm and welcoming. Dogs in the office and barista training are just some of the things that put a smile on my face each day.

#### A word of advice

Firstly, be open-minded. At first, I wanted to be a retail buyer. Now, I'm pursuing a data science career.

Secondly, follow your intuition. Don't apply for any graduate role; choose one that suits you. A company will only want you as much as you want them. If you can't see yourself working there for the next 10 years, you may not be as passionate about the company as you should. And that will show in your application.

Finally, keep learning. Read the industry news. Try new hobbies or do an online course to further your development. This is an exciting time in your life. You did the hard work, now it's time to show it off!

# PORTER NOVELLI



## Who we are

---

Porter Novelli is a thriving communications firm known for smart, creative and unexpected communication.

We deliver effective and creative business, community, brand and government relations advice and programs – for clients focused on sectors of agribusiness, retail, manufacturing, technology, property, government, finance and education.

While we're in the business of public relations, we've evolved our communications practice with a diverse group of consultants, writers, designers, brand experts and publicists.

## What we value

---

Our foundation is behaviour change. It's in our DNA.

We combine behaviour-change principles, corporate communications and consumer marketing with modern smarts and knowledge in a variety of sectors.

## Our graduate program

---

Our Clemenger Consulting Graduate Program is ideal for graduates looking to learn the skills and mindset that project-based, day-to-day consulting demands.

Porter Novelli, GRA Cosway, Quantum and Hall & Partners have combined to create a unique program, offering exceptional graduates of all disciplines a nine-month rotation schedule.

You'll spend three months with each of the Clemenger Groups – developing your skills in communications, government relations and market research.

## How to apply

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To learn more, visit the Clemenger Group Careers website by scanning the QR code below.





## ALUMNI SPOTLIGHT

### Madeleine Page

Curious | Driven | Organised

Bachelor of Journalism

Bachelor of Business – Marketing

**After graduating from Monash in 2017, I began my career with Porter Novelli. I now service clients across a range of industries as a Senior Consultant.**

**Consulting with Porter Novelli allows my work to be both interesting and challenging. From agribusiness to alcohol, I work with a range of industries every day. My role spans video production, media relations, reputation management and social media.**

#### My career highlights

Most of my job involves working with clients across the agribusiness supply chain. I'm responsible for telling stories to – and on behalf of – regional Australia.

Over the past few years, I've travelled to some amazing regional towns (in some very small planes) across the country. For me, nothing beats speaking to interesting people and finding the unexpected story to tell.

#### My graduate experience

Finishing uni and going straight into full-time work wasn't always my plan. If you'd asked what my path was in my second year, I would've said travel.

By my fourth and final year, however, I was doing three internships and raring to start my career. That said, it took time to decide which area of communications and marketing I wanted to enter.

My list was long and daunting but interning helped me refine it. This eventually led to PR – an ideal mix of journalism and marketing.

#### A word of advice

Talk to people! Our industry is highly connected and the people you reach out to can relieve the pressure of your job hunt.

Growing your professional network will help you get from where you are to where you want to be.

## INDUSTRY OVERVIEW

---

Organisations in this sector pursue a range of charitable purposes in the hope of advancing the community.

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### featured

**38** Industry overview

## WHO COULD YOU BECOME?

### PHILANTHROPY OFFICER

You'll assist in the delivery of retention and acquisition events, researching progress reports and managing various programs.

### CONTENT WRITER

You'll research, curate and edit content for the brand's marketing campaigns.

### FUNDRAISING COORDINATOR

You'll coordinate the production and adaptation of marketing materials to support fundraising – which you'll manage from beginning to end.

### COMMUNICATIONS COORDINATOR

With a focus on social media and PR, you'll work to develop and implement engaging communication plans and strategies. You'll also maintain the brand's online presence.

### DIRECT MARKETING EXECUTIVE

You'll raise awareness through marketing programs, manage data segmentation and follow industry trends – while maintaining internal and external relationships.

### MEDIA MANAGER

In this role, you'll oversee media relations and determine key target audiences.

## INDUSTRY OVERVIEW

---

In this industry, consultants are typically called in to advise senior decision-makers on how to resolve a range of business issues. Naturally then, these professionals must be effective problem solvers with strong people skills.

Consulting services are offered in a variety of areas, including:

- Strategy
- Operations
- Finance
- Marketing
- Human Resources
- Management
- IT

---

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## WHO COULD YOU BECOME?

### **DIGITAL MARKETING CONSULTANT**

Through in-depth research, you'll plan, prepare and recommend digital marketing strategies for all sorts of clients.

### **ADVISER**

You'll offer expertise to help clients improve their performance and manage risks effectively.

### **CONTENT MARKETING MANAGER**

You'll plan and execute content marketing strategies across multiple platforms to drive traffic, engagement, retention and sales.

### **SALES CONSULTANT**

You'll analyse competitor behaviour, identify opportunities for new business and negotiate proposals with potential clients.

### **MEDIA MARKETING MANAGER**

Often a graduate role, you'll track the media coverage of products and report to media buyers and executive about the 'buzz'.



## Who we are

---

*'Building a Better Working World'.*

For us, 'better' defines the way we work.

Now in the Transformative Age, we need to respond to rapidly changing circumstances. We believe the biggest breakthroughs in the world happen by asking two small yet powerful words — 'what's next?'.

## What we value

---

We value everyone's opinions. After all, it's through diverse thoughts and ideas that we're able to provide a better service to our clients.

What's more, we work hard to ensure our people build a strong network — one that lasts a lifetime.

## Our graduate program

---

When you join us as a full-time graduate, we put your knowledge to the test, build your technical skills and give you all the responsibility, support and training you need. You'll get to work with experienced professionals and clients in different industries.

We'll propel you forward so you can start to build the future you want immediately.

## Our internship program

---

At EY, we offer a Vacationer Program which is a smart way to experience the working world during your holidays.

Right from day one you'll get to perform real work for real clients. You'll be able to explore your interests while receiving hands-on experience and world-class training.

Show us what you're capable of — and you may be invited to join us as a full-time graduate.

## How to apply

---

To start your journey or learn more about our programs, visit our careers page by scanning the QR code.





## ALUMNI SPOTLIGHT

### Jacqui Krew

**Positive | Ambitious | Conscientious**

Bachelor of Business – Marketing

Bachelor of Arts – Psychology

**After starting out as a graduate, I'm now a Senior Consultant on the Business Consulting team at EY Australia (a member firm of EY).**

#### **My career highlights**

In my final two years at Monash, I undertook two internships – both in agencies.

During these internships, I discovered that I loved solving business problems in all kinds of industries. And in the end, it's what fuelled my decision to apply for a consulting position at EY.

Since starting in February 2018, I've worked in a range of areas including Manufacturing Excellence, Large IT Transformations, Risk Transformation and Procurement. I've also been a part of many interesting, challenging projects – and learned so much in the process.

#### **A word of advice**

When you're at uni, seek as many opportunities as you can – whether it's networking events, career workshops or internships.

If you discover that a particular industry or business is not for you, that means you're one step closer to uncovering what you're really passionate about.

Give 100% and always be an avid learner. Building your skillset can go a long way – and may eventually lead you to your dream job!

# Deloitte.

## Who we are

---

We're motivated by a purpose that goes beyond profits: to make an impact that matters in our communities.

We achieve this by nurturing a vibrant, creative and stimulating culture. Our commitment to diversity and inclusion focuses on wellbeing, ensuring that everyone feels included and valued.

Together, our purpose and commitments position us to improve lives – and drive change towards a more prosperous, sustainable society.

## What we value

---

One of our biggest strengths is the breadth of roles and projects we offer.

With expertise in a variety of areas, our people can pursue opportunities that suit their goals – while contributing to important work that's shaping Australia.

At Deloitte, we empower our teams to do great things by maintaining a strong, supportive network.

## Our graduate program

---

After applying for a specific area, our graduates work on real client projects across industries such as consulting, research & strategy, banking, finance and insurance.

We provide the right kinds of tools and training to help you succeed. This includes mentoring, peer support and e-learning.

Depending on your business unit, we also offer you the chance to develop further through professional study.

## Our internship program

---

Each year, we take on Summer Vacationers who spend 3-8 weeks in one of our business units. There, you will experience what it's like to work in a leading professional services firm.

At the end of your placement, you may be invited to join our graduate program.

## How to apply

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Applications for both our graduate and internship programs open in February 2021. To learn more, visit our careers page by scanning the QR code.





## ALUMNI SPOTLIGHT

### Hunter Pool

**Ambitious | Reliable | Pragmatic**

Bachelor of Business – Marketing and Economics

**I am a Senior Consultant in Deloitte's Digital Finance Technology business unit. I previously worked in account management in advertising, then decided to shift my career. A phenomenal experience so far, the more I establish myself in consulting, the more I realise how transferrable my skills are.**

#### **My career highlights**

My first project at Deloitte was for a client in Singapore. Flying in and out each week and working overseas was an invaluable experience.

More recently, I've been working on one of the biggest Enterprise Resource Planning (ERP) implementations in Australia. For the past 18 months I've been exposed to the dynamics of large-scale projects, complex problems and networking with C-suite executives.

#### **My graduate experience**

My graduate experience wasn't particularly conventional (or overly efficient). I had sold myself on advertising and so didn't consider other possibilities until *after* I began working.

This hindered me at first. I discovered that although I was progressing, the industry didn't align with my goals.

After some hard work, a bit of luck and learning to accept rejection, I was able to change my career path.

#### **A word of advice**

Learn how to learn. I noticed early in my career that you're often thrown into new situations – ones where you have to quickly become an expert.

Equally, you're given new information from all angles within short periods of time.

So the quicker you can understand how best you retain information, the more capable you'll be in these situations.



## Who we are

---

At Accenture, our purpose is to deliver on the promise of technology and human ingenuity. We embrace the power of change to create 360° value for our clients, people and communities.

In Australia and New Zealand, we create intelligent businesses, governments and communities that thrive – by delivering services unlike any other.

We are unrivalled in our ability to transform, digitise, power, run and secure innovative solutions for our stakeholders.

## What we value

---

Our values shape our culture and define our company's character. The following core values serve as the foundation for how we act and make decisions:

- > Client value creation
- > One global network
- > Respect for the individual
- > Best people
- > Integrity
- > Stewardship

## Our graduate program

---

We offer two graduate programs: the Consulting Analyst Program and Tech Academy.

From there, you can take a range of paths. How and what you do is up to you.

For example, you might develop innovative, disruptive strategies that unlock value for clients. You might drive transformation by advising clients on how to adapt to a changing environment. You could deliver breakthrough outcomes for clients by harnessing talent, data and intelligence. Or you could innovate security solutions by working with the sector's latest tech.

The choice is yours!

## Our internship program

---

Our internships are designed to support you in becoming a career-ready professional.

We offer full-time opportunities that last six months, seven weeks or four weeks. Whatever your timeframe, you can make the most out of this learning opportunity.

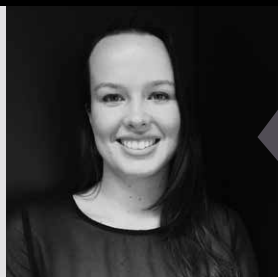
## How to apply

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The next intake for our graduate program is March 2021. Keep an eye on our social media channels to be notified when applications go live.

To join, you must be in your final year of study or have graduated in the last two years.

For our internship program, you must be in your second last year of study. Applications typically open around April/May.



## ALUMNI SPOTLIGHT

### Hannah O'Donnell

**Driven | Passionate | Empathetic**

Bachelor of Business – Marketing

Bachelor of Arts – Sustainability

**After graduating from Monash nearly three years ago, I leapt straight into Accenture's graduate program. Now, I'm a Senior Analyst on the team – with many incredible learning experiences along the way.**

#### **My career highlights**

Working in a global team alongside people from Atlanta to Romania and beyond has been extremely rewarding. I've also led a major telecommunications client on a sustainability and energy management project – which was a major growth opportunity.

Fast forward to today, and I am helping to build out the sustainability and energy management practice in Australia. And I'm loving every moment of it.

#### **My graduate experience**

As a graduate at Accenture, I worked across many different projects and industries. I also gained foundational consulting skills which have supported me every day since.

Of course, I can't overlook the valuable friendships I've built with fellow grads in the program.

#### **A word of advice**

Always adopt a growth mindset. If you see every new task as an opportunity to learn and grow – *especially* as a graduate – management will reward you for it.

Likewise, don't be afraid to ask questions. This will speed up your growth and learning.

Also, your network is gold. So, reach out and organise coffee catchups with people you're interested in speaking with. You never know where it could lead.

## INDUSTRY OVERVIEW

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Research and Strategy professionals gather information on consumer attitudes, preferences, habits and more.

They then use these insights to develop strategies to help businesses better meet their customers' needs.

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## WHO COULD YOU BECOME?

### CONSULTANT

You'll analyse and solve business problems for clients in various industries, including FMCG and media.

### DIGITAL INSIGHTS EXECUTIVE

You'll conduct qualitative research and manage online research communities for clients.

### ACCOUNT EXECUTIVE

You'll create client relationships, manage projects, brief teams and get work approved.

### BRAND STRATEGIST

Solving a range of marketing problems, you'll create plans based on current market data.

### COMPANY RESEARCHER

You'll gather and analyse consumer and competitor data to identify sales opportunities.

### INDUSTRY ANALYST

This role will see you perform primary market research, assess trends and create forecasts.

# KANTAR

## Who we are

---

Kantar is the world's leading data, insights and consulting company.

We pride ourselves on delivering deep insights and actionable recommendations to clients that span the globe.

Our expertise allows us to provide evidence-based solutions to our clients' business needs and objectives. That might take the form of heightened brand awareness, increased customer acquisition or improved brand growth.

## What we value

---

At Kantar, we value diversity and collaboration. We embrace people with a wide range of experiences and skillsets.

This enables us to gain new perspectives which feed the insights and recommendations we present to clients.

## Our internship program

---

Our internship program typically goes for around four weeks, and runs ongoing throughout the year.

As an intern, you'll step into a researcher's shoes and work on live projects. You'll also work with various teams across the business – letting you live our values of diversity and collaboration.

## How to apply

---

To apply for our internship program, please contact Nassia Galanis at **[nassia.galanis@kantarc.com](mailto:nassia.galanis@kantarc.com)**

We accept applications all year round.



## ALUMNI SPOTLIGHT

### Nassia Galanis

Passionate | Proactive | Collaborative

Bachelor of Business – Marketing and Management

**I graduated from Monash in 2018 and am now a Client Executive at Kantar Insights. What I love most about my role is that I get to work across many different clients, finding solutions for their unique business needs.**

#### My career highlights

I worked casually for Kantar for about a year before my career took off – and I was offered a full-time role after completing my studies.

It's only two years on and I've already been given so many opportunities.

I particularly enjoy presenting research and recommendations to clients and collaborating with leading brands to develop strategies to achieve their goals.

#### My graduate experience

As I had been working casually at Kantar beforehand, my transition into the full-time graduate role was fairly smooth. I already knew the basics, so it was more about building out my skills and pushing myself to grow.

This wasn't hard. New challenges were around every corner. At Kantar, every day is different and the work is fast-paced.

#### A word of advice

Be a 'yes' person. Take on every opportunity and experience that comes your way – big or small.

The more you do, the more you will learn and grow. This is how you will pave the way to your ideal career and future.

Also, build relationships with others. They'll help you learn as much as possible.



### Who we are

---

The Lab is a leading brand strategy and insight consultancy. Established in 2005, we have teams across Melbourne, Sydney and Brisbane.

We use cultural and consumer insight to ignite the potential of brands. Our focus is the point where brands, society and the individual intersect. We believe culture sparks fresh perspectives that create new opportunities for our clients.

That's why we run The Australia Project – an ongoing study into the fabric of life in Australia. It explores the meaning people seek, plus their values, attitudes and beliefs. This evokes a picture of what Aussies are after, today and in the future.

### What we value

---

At The Lab, we value collaboration. Because there's nothing better than making each other better. We back one another because we care.

We keep developing because we're curious. We're continually searching and will find answers, because we're creators. We want to blaze a trail and show the path. And the ideas aren't always comfortable, because of our courage.

Open and honest, we go with the best idea. We take our brands out of their box and push them into exciting new spaces.

### Our internship program

---

We're always on the lookout for curious minds to join our team. We offer part-time internships that span three months.

Our interns are exposed to a wide range of clients and work types. Some include People & Consumer Understanding, Brand Development, Innovation & Opportunity Development – as well as Customer Journey & Experience and Cultural Insight.

Along the way, our interns collaborate closely with our Consulting and Operations teams and gain hands-on experience in research and brand strategy.

### How to apply

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We're happy to hear from potential applicants all year round.

To learn more, get in touch through **[info@thelabstrategy.com](mailto:info@thelabstrategy.com)**.



## ALUMNI SPOTLIGHT

### Rebecca Du

**Considered | Organised | Dedicated**

Bachelor of Commerce – Marketing and Management

**I graduated from Monash in 2019. Now, I'm a Strategy Consultant at The Lab Insight and Strategy. I've long been interested in how consumers think and now I get to examine the 'what' and 'why' behind their decisions.**

#### My career highlights

My professional journey from uni to the workplace has been a little different from most. In my third year of uni, I was offered a position with The Lab after having completed an internship with them.

While I thoroughly enjoyed my first role as Team Coordinator, I was keen to pursue a path closer to my interests in brand and strategy.

At the start of 2019, I got my chance, moving from Operations to the Consulting team.

#### My graduate experience

During my second year of university, I attended the MMSS Beers with Peers event. It was here that I first encountered The Lab after a chat with their representative.

The hands-on experience offered in their internship program really appealed to me as I had no industry experience at the time. I was looking for an opportunity in which I could push myself.

Following my internship with The Lab I was offered a position as Team Coordinator. Having loved my internship, I was more than happy to accept the job.

For the next two and a half years, I juggled work and study. It was challenging at times, but I don't regret my decision.

By the end of 2019, I graduated with a degree and three years' industry experience. A distinct advantage.

#### A word of advice

Make the most of every opportunity and don't be afraid to give things a go. You won't know until you try!

# ACRS

## Who we are

---

Monash Business School's Australian Consumer and Retail Studies (ACRS) is a global thought leader in consumer behaviour and the retail industry.

Our mission is to develop new perspectives about emerging business challenges before they become problems.

## What we value

---

Our team is guided by a desire for constant evolution, a willingness to embrace change and an eagerness in the form of curiosity – all in a fun work environment.

## Our internship program

---

As ACRS is a small team, interns have the opportunity to work closely with others.

Activities range from reporting and data analysis to content creation and ad-hoc research. The close-knit team means students get in-depth feedback on how they're progressing, plus recommendations for improvement.

For students interested in further study such as Honours or a PhD, ACRS can give insight into the academic field plus what to expect during these courses.

## How to apply

---

ACRS provides internship placements throughout the year with two intakes generally aligning with the uni semesters.

Often, marketing units will advertise the internship program via their lectures or guest speakers. You can also complete a Google form to register your interest. Simply scan the QR code below.



Keen to know more?  
Contact **[acrs@monash.edu](mailto:acrs@monash.edu)**.



## ALUMNI SPOTLIGHT

### Paolo De Leon

**Determined | Collaborative | Coachable**

Bachelor of Business – Marketing and Communications and Business Strategy  
Bachelor of Commerce (Honours) – Marketing

**I joined ACRS in 2017 after completing my Honours in Marketing. Then, when I decided to pursue a PhD in 2019, the team was extremely supportive and offered me flexible working options.**

**Now a Research Consultant, I've found it incredibly rewarding to collaborate with clients, working to provide solutions surrounding their current and potential customers.**

#### My career highlights

Several highlights come to mind during my time at ACRS.

I've contributed to customer experience and thought-leadership projects for a variety of industries. I've improved processes by streamlining project tracking and completion. And I've managed an annual retail behavioural tracking study, collaborating with globally-recognised retailers and service providers.

For my PhD, I'm investigating fundraising initiatives and their effectiveness in garnering awareness and donations for charitable causes.

#### My graduate experience

Throughout my undergraduate and Honours degrees, I'd become increasingly

interested in market research and consulting.

So when I discovered ACRS through a networking event in my Honours year, I leapt at the opportunity.

Three years on, and still I find research an interesting and exciting field. I love working on projects that inform business decisions and I am always learning something new.

#### A word of advice

Utilise every opportunity to meet people in your industry – peers, tutors, lecturers and industry professionals.

I never fully appreciated the value of networking until I received a phone call asking if I would like to interview for my current role. The people behind it? One of my lecturers who knew I was in the job market – and the ACRS Managing Director who I'd met at a networking event.

You never know where your conversations will lead!



## Who we are

---

Forethought is a marketing advisory, strategy, and analytics consultancy that drives business outcomes.

We solve our clients' customer-facing growth challenges by using marketing science to understand consumer behaviour. We also give them the insight they need to make informed management decisions and frame marketing and operations investments.

As partners, we help our clients grow their organisation and brand.

## What we value

---

At the core of our work lie our values: our working style, idea generation, collaboration and relationships.

Bold and ambitious, we are outcome-focused experts driven to make a difference with our work. We challenge ourselves and our clients to grow, fostering a learning and sharing environment. We embrace a diversity of talents, beliefs, backgrounds and working styles. This means trusting and empowering each other to work with autonomy and flexibility.

## Our graduate programs

---

As a graduate at Forethought, you'll work closely with all our specialist teams in your first three months. You'll learn how each team contributes to the core of our work: driving our clients' business outcomes.

You'll also participate in a rotational program that includes training sessions, workshops, coaching, networking and case studies. This will give you the opportunity to:

- Learn about insights methodology and application
- Participate in workshops for personal and professional development
- Connect with past graduates
- Be coached and mentored by a buddy

Throughout our graduate program, you can also join an industry-specific portfolio. By immersing yourself in client contexts and macro-environments, you'll eventually become a well-informed, trusted adviser.

Our portfolios include:

- Financial Services
- Wealth
- Education and Enterprise
- Health
- Travel, Leisure and Retail
- Communications
- Tech Media and Telco

## How to apply

---

Applications for our 2022 graduate program open in March 2021. To apply, visit our website by scanning the QR code.





## ALUMNI SPOTLIGHT

### Matt Barton

Inquisitive | Communicative | Pragmatic

Bachelor of Commerce – Marketing and Accounting

**I've always been interested in 'making things happen' and getting people involved – which is why I was attracted to marketing in the first place. I graduated in 2016 and I'm now a Consultant at Forethought, working in the Communications portfolio.**

#### My career highlights

During my time at Forethought, I've been fortunate to present to high-level audiences on strategically important issues. While daunting at first, it's rewarding to be part of their decision making.

Plus, I love presenting because it's the first step toward having an impact. All the work we've done – pulling together data, insights and recommendations – gets shared with the client.

#### My graduate experience

In my second year at Monash, I landed a part-time role with Red Bull as a Student Brand Manager. My job was to roll out the on-campus marketing and sales strategy at my uni.

I switched to a marketing major to complement the on-the-job learning. It was a brilliant mix. This learning, as well as the networks I found through Monash and

Red Bull over the following three years, were invaluable.

That experience put me in good stead when I applied for a role at Forethought. Two friends had spoken highly of Forethought's graduate program, so when it came to hunting for a role, it was a no-brainer.

#### A word of advice

While at uni, try your hand at real-world business and marketing initiatives to test what you're learning in the classroom.

Explore, map and study the different areas a marketing degree can take you. From strategy and research, to media and advertising, there are more pathways out there than you think.

## INDUSTRY OVERVIEW

---

The banking, finance and insurance industry is involved in transactions that surround buying, selling, creating or changing ownership of financial assets. Businesses in the industry include:

- Banks and credit unions
- Superannuation providers
- Insurance companies
- Investment advisers
- Stockbrokers
- Wealth management firms

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**60** ANZ

**62** Westpac

## WHO COULD YOU BECOME?

### MARKETING EXECUTIVE

This position will have you managing stakeholders, engaging clients, leading projects and running PR events.

### PRODUCT MANAGER

You'll be involved in the management of sales and portfolio activities. You'll deliver initiatives to support the strategy and growth of the company.

### BRAND AND INSIGHTS MANAGER

In this role, you'll contribute towards improving the brand's reputation. You'll lead the strategic development of PR and paid campaigns.

### MARKET RESEARCH CONSULTANT

You'll conduct customer satisfaction and loyalty studies, research corporate image and key competitors – and identify the drivers and inhibitors of market growth.

### SOCIAL MEDIA MANAGER

You'll manage and execute campaigns across the brand's digital platforms.

### DIGITAL STRATEGIST

Here you'll identify breakpoints in the customer's digital experience. You'll then resolve these issues to improve and increase satisfaction.



## Who we are

---

With almost 200 years' history and operations in 34 countries, we're one of the world's most successful banks.

We're proud to help people achieve incredible things – from buying a home, to building a business, to saving for things big and small.

## What we value

---

Our values are integrity, collaboration, accountability, respect and excellence.

We're committed to reflecting the communities in which we operate. Our thriving, inclusive workplace encourages everyone to learn, grow and belong.

At ANZ, you'll enjoy voicing your opinions and turning your ideas into reality. As you learn, you'll develop leadership behaviours such as curiosity, connection, empathy and empowerment.

## Our graduate programs

---

To span our broad operations, we have six graduate program streams: Australian Business Transformation, Australia Retail & Commercial Banking, Finance, Institutional, Regional Agribusiness and Technology.

Our programs are designed to help you develop the skills to succeed in a fast-paced, digital world.

All streams feature learning from diverse leaders, situations and environments. They include support and guidance

from mentors, networks and peers.

They also offer meaningful rotations and projects, career coaching and social and development events.

## Our internship programs

---

Our paid, eight-week Summer Intern Program also reflects our commercial diversity.

By throwing yourself into new experiences, you'll get valuable real-world skills from day one while exploring a career with us.

You may find yourself in Australia Retail & Commercial Banking, Institutional, Regional Agribusiness or Finance and Technology. Whatever your stream, you'll be supported by your manager and team. You'll network with graduates and leaders and develop vital workplace skills.

## How to apply

---

All our programs have the same simple application process. Rather than rely on CVs and uni grades, we want to see your creative thinking and adaptability.

During your online application, you'll complete a game-based assessment, a personality quiz and a digital video interview.

Apply from mid-February to mid-March for our graduate program, or mid-July to mid-August for an internship.

Or, to learn more, email our graduate team at [anzgraduaterecruitment@anz.com](mailto:anzgraduaterecruitment@anz.com).



## ALUMNI SPOTLIGHT

### Lia Zhang

**Approachable | Optimistic | Determined**

Bachelor of Business – Accounting

Bachelor of Business – Banking, Finance and Economics

**Since graduating from Monash in 2019, I have completed the ANZ Graduate Program and now work as an Analyst. Much like university, there are so many incredible opportunities as a new graduate, and it's up to us to make the most of them!**

#### My career highlights

Taking on the role of President of the 2019 Graduate Social Committee provided me with so many development opportunities. I gained skills in leadership and had the chance to create a great grad culture within my team. It was so fun and rewarding.

Another highlight was securing a Job Shadow with ANZ Japan. It was amazing to join their Tokyo office in December 2019.

#### My graduate experience

I joined ANZ after attending one of their events on campus. I was able to find out more from past grads and the recruitment team first-hand.

The fact that ANZ offers a rotational program really appealed to me as I was still unsure about what I wanted to do. Their grad program prioritises breadth of experience and learning, which made it a perfect fit.

Being part of the program was great. I was constantly encouraged to try new things. I left work every day having learnt something new – which made every single day exciting.

#### A word of advice

As you near the end of your studies and explore career options, remember that 'success' does not depend on your ability to secure a role at a specific company. It's far more important to build self-awareness and relationships. These skills are valued in any industry – and at every stage of your career.

Self-awareness is about understanding yourself and your values, as this will give you clarity around where you want to go and how to get there. Being able to articulate why you do what you do is very powerful.

Building relationships doesn't have to be formal or daunting. It's simply about making time to understand the people you work with and meet professionally. This will open your mind up to new ideas and perspectives, which makes work much more meaningful.

# **estpac** GROUP

## Who we are

---

When we started as Australia's first company in 1817, we aimed to deliver exceptional service and to help the Australian economy thrive.

More than 200 years later, our goals remain the same. Westpac Group's purpose is Helping Australians Succeed – it's what we do, who we are and why we come to work every day.

## What we value

---

Our values are based around helping – which is at the heart of what we do. They are:

- **Helpful:** passionate about providing a great customer experience
- **Ethical:** trusted to do the right thing
- **Leading change:** determined to make it better and be better
- **Performing:** accountable to get it done
- **Simple:** inspired to keep it simple and easy

## Our graduate program

---

With 14 streams available, our graduate program is a rewarding experience that will accelerate your personal and professional development. You'll have unique opportunities to build your skills, test-drive your career and experience more than just a job.

From sustainability initiatives to volunteering and community involvement, you can expect to contribute from day one.

## Our internship program

---

Westpac Group also offers a Summer Internship. This paid 10-week experience is a great way to explore a career path with us.

With seven streams to choose from depending on your interests, it's designed to give you an insight into diverse opportunities – while allowing you to make a more informed career decision.

## How to apply

---

Applications for the 2022 Graduate Program open in March 2021 – and applications for the Summer Internship are open throughout the year.

To learn more about our Graduate Program, scan the QR code (right). Otherwise, contact our Graduate Program Manager via **graduate@westpac.com.au**.



To apply now – or join our Talent Community to learn about upcoming opportunities – scan the QR code (right).





## ALUMNI SPOTLIGHT

### Belinda Swan

Helpful | Friendly | Motivated

Bachelor of Business – Marketing and Psychology

**I graduated from Monash University in 2016. Currently I am a Portfolio Analyst within the Commercial department of Business Banking at the Westpac Group.**

**This space is interesting because I get exposed to many different industries and businesses across the VIC/TAS region.**

#### My career highlights

Although I majored in marketing and psychology, I was eager to learn more about business generally and thought banking would be an excellent place to start.

I was fortunate to receive a position in Westpac Group's graduate program in my final year of study, which was so exciting. From there, I moved into a permanent role as an Assistant Relationships Manager in Commercial Bank working with professional services clients – and then in the education sector.

Throughout this time, I was also a volunteer Committee Member for one of Westpac's Employee Action Groups for youth. Since joining my new Analyst Team, I can honestly say I'm still learning every day!

#### My graduate experience

During my graduate program I rotated through both Retail and Business departments across two brands. I had many opportunities to get involved. This included working on a state presentation, leading a project and seconding in a vacant operations role.

Over my four and a half years at Westpac, I've been very lucky to have had many highlights and positive experiences. I've been challenged to push myself more than I could have ever done alone. And I'm very grateful for all the managers that have supported and inspired me.

#### A word of advice

It's okay to not know exactly what you want to do yet, or where you'll end up!

Even if you're seeking a specific role, try to keep an open mind with opportunities as you progress, because you may discover new strengths and passions along the way.

When searching for companies and opportunities, ensure you choose somewhere that connects with your values and aligns with your goals. Every role and the people around you can teach you something new.

## INDUSTRY OVERVIEW

---

The Fast-Moving Consumer Goods (FMCG) industry covers goods sold quickly – and at relatively low prices. These include toiletries, over-the-counter drugs and packaged foods.

The items in this industry typically have a short shelf life due to high consumer demand or perishability. That means companies need to market smartly, produce high-quality goods and develop powerful pricing strategies to succeed.

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### featured

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## WHO COULD YOU BECOME?

### MARKETING COORDINATOR

Typically an entry-level role, you'll develop and execute campaigns, track sales, present data and maintain databases.

### DIGITAL ACCOUNT COORDINATOR

Working closely with your team, you'll pitch ideas and develop strategies to address a range of client challenges.

### BRAND STRATEGIST AND PLANNER

In this role, you'll ask a lot of questions and build your brand knowledge to solve a variety of client issues.

### MARKET RESEARCH ANALYST

By analysing market conditions, you'll help clients identify the best offerings at the most suitable prices.

### DIGITAL MARKETING SPECIALIST

You'll improve your clients' search engine rankings by developing and implementing organic and paid search strategies.

### CONTENT PRODUCTION MANAGER

You'll oversee all aspects of content production, from brainstorming to publishing.

### SOCIAL MEDIA MANAGER

You'll plan and manage social media campaigns, and curate all published content across a range of platforms.

### BUYER

Working closely with merchandisers, you'll ensure the right products are brought into retail outlets.

# Mondelēz International

## Who we are

---

We're world leaders in snacking – with global and local power brands like Cadbury, Oreo, Ritz, BelVita and The Natural Confectionery Company.

We empower people to snack right by offering the right snack, for the right moment, made the right way.

That means delivering a broader range of delicious, high-quality snacks, made with sustainable ingredients and packaging that consumers can feel good about.

## What we value

---

At Mondelēz, we uphold a growth mindset in all we do. We choose agility over perfection and make developing our people a priority.

We also love our consumers and brands. By getting to know them deeply, we're able to shape the future and execute with excellence.

But above all, we do what's right. This means following through on our commitments, treating everyone with care and integrity – and creating an inclusive, connected community that makes everyone stronger.

## Our graduate program

---

Mondelēz International offers career development in a variety of business streams.

Our early career Sales program comprises three eight-month rotations. These give you ownership of real business initiatives and exposure to various business functions.

You also benefit from powerful career coaching with a dedicated mentor to bring out the best in you.

Our world-class learning and development helps you own your career progression. You not only gain on-the-job experience with real accountability, you also help teams collaborate across the business to drive innovation and growth.

## How to apply

---

Applying for our grad programs are typically a three-stage process. Firstly, you'll upload your resume online. Then you'll attend a group assessment and finally, a follow-up interview.



To explore live opportunities, scan the QR code.



## ALUMNI SPOTLIGHT

### Reynaldo Yamin

Approachable | Resilient | Inquisitive

Bachelor of Business – Marketing

**I graduated from Monash in 2016. After spending time in Consumer Research, I'm now a Junior Sales Executive. I'm fascinated by brands and the connections people form with them.**

#### My career highlights

I love working with great brands every day. Mondelēz has a mix of long-established and loved brands such as Cadbury – plus exciting, up-and-coming ones like BelVita.

In my role as Big W Account Executive, I work directly with the customer across most brands in the Mondelēz portfolio. The overall graduate experience has helped pinpoint my skillset, passion and goals – to advance in sales and manage a customer account.

#### My graduate experience

In early 2019, I decided to move from agency to client-side. Mondelēz advertised the Junior Sales Executive role on LinkedIn and GradConnection.

Since then, I've completed two rotations. First, in the Point of Buying team for the Big W account. Then, in the Customer Marketing team managing the total Mondelēz biscuits portfolio across all customers.

I'm now completing my final rotation as Big W Account Executive, where I support the National Account Manager and work directly with the Big W buying team.

#### A word of advice

It's important to set goals and map the roles you wish to achieve. But don't put too much pressure on when you must achieve them. All experiences are beneficial if you make the most of them – especially if you strive to learn how and why things are done.

Give thought to the companies and roles that interest you and connect with people to understand their career journeys and challenges.

The Marketing Internship unit is a great way to trial and prove your work ethic. Even if there's no job at the end, the impressions you make early in your career could help you far down the track.

# Kraft Heinz

## Who we are

---

A globally trusted producer of delicious foods, Kraft Heinz is the world's fifth largest food and beverage company.

We rely on energy, passion and a shared vision to make a difference.

After 150 years in the food industry, our workplace is fast-paced, innovative and serious about being the best.

## What we value

---

Our vision is to be the best food company, growing a better world. To be the best, we need the best. The best brands, the best processes and, most importantly, the best people.

We put consumers first and value ownership, innovation, quality and integrity. They're at the heart of everything we do – guiding how we conduct ourselves.

We believe work should inspire and support. Here, every individual counts and their opinion matters.

At Kraft Heinz, we'll give you a chance to make a difference. You'll be part of one of the most forward-thinking and globally recognised brands on the shelf and your input will be welcomed.

## Our graduate program

---

The Kraft Heinz graduate program is an 12-month accelerated learning experience with rotations through three commercial areas.

During these rotations, you'll be exposed to a broad range of business levels and departments.

We'll also give you a career counsellor to support you through the program. Plus, you'll receive constant training and development.

From day one, you'll be given real responsibilities and work hard to add value and deliver results.

After all, our graduate program is designed to shape you into a future leader.

## How to apply

---

You can apply for our grad program online. To learn more, contact our Talent and Learning Lead at **[lucinda.thomas@kraftheinz.com](mailto:lucinda.thomas@kraftheinz.com)**.



## ALUMNI SPOTLIGHT

### Enisa Tran

Persistent | Accountable | Curious

Bachelor of Commerce – Marketing and Finance

**I graduated from Monash in 2018 and began my corporate journey at Kraft Heinz as a Graduate (Management Trainee). Now I'm a National Account Executive – where I support and manage a portfolio of brands in the Woolworths' account.**

#### My career highlights

Upon completing the graduate program, I was honoured to have been awarded the winning graduate project for 2019.

My project centred on instilling and improving a core process in the business. This challenge allowed cross-functional collaboration – and was extremely rewarding to deliver real and sustainable change.

Now a National Account Executive, I am excited to embark on this challenging journey.

#### My graduate experience

In my second year of study, I joined MMSS as a Professional Coordinator. Being on the committee gave me a wealth of networking opportunities.

My uni connections also saw me intern at a start-up marketing agency. This experience inspired me to pursue a career in FMCG.

I used GradConnection and GradAustralia to look for opportunities. I chose Kraft Heinz over other firms due to their values of meritocracy and ownership. Their culture of growing talent in a fast-paced environment also appealed to my strong sense of ambition.

#### A word of advice

Put yourself in the way of opportunity because you are capable of more than you think.



### Who we are

---

L'Oréal Australia is part of the L'Oréal Group – the world's largest pure beauty company. We're a passionate team in a growing market with 30 local brands and a presence in 150 countries.

Founded by a scientist in 1909, we've always focused on cutting-edge research. Now, our innovative digital transformation is seeing us lead in the connection of beauty and technology.

### What we value

---

Our vibrant, energetic culture springs from strong ethics and the belief that responsible business and fiscal performance go hand in hand.

Each day we live our founding values – passion, innovation, entrepreneurial spirit, open-mindedness, a quest for excellence and responsibility.

Our flexible workplace supports staff by emphasising great business outcomes over time and attendance.

### Our graduate program

---

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

By joining us, you'll enjoy abundant benefits.

You'll swiftly expand your professional contacts via mentoring and networking opportunities with senior leaders and past graduates.

Our Working from Home and Summer Hours programs will give you a superior work-life balance.

As we're a large global player, travel opportunities will be abundant.

You'll also be proud to work for one of the world's most ethical companies. This will see you give back to the community, as will volunteering on our annual Citizens Day.

Along the way, you'll be immersed in our brands and products through our Makeup Masterclasses. You'll even be pampered in our hair salon!

### How to apply

---

Scan the QR code to learn more about our graduate program. Applications open early March.





## ALUMNI SPOTLIGHT

### Peter Williams

Passionate | Collaborative | Agile

Bachelor of Commerce and Science

**I graduated from Monash mid-2018. Now 18 months into my time at L'Oréal, I'm an Assistant Product Brand Manager for a portfolio of fragrance brands in the company's Luxe division.**

#### My career highlights

I've been fortunate to have been given many incredible opportunities to contribute to the L'Oréal brand.

One highlight has been creating multiple product launch 360 strategies.

Crafting a holistic marketing campaign across platforms is an enormous task. But it's also allowed me to flex my creative muscles and make an impact. Seeing my ideas come to life is so rewarding.

Running media campaigns has been another highlight. From increasing brand awareness to driving customer loyalty, no two media campaigns are ever the same.

I've also enjoyed presenting to the division, key retailers, international marketing teams and customer-facing stakeholders.

#### My graduate experience

Joining L'Oréal as a graduate was phenomenal – and everything I'd hoped.

The workplace culture encourages diversity of thought. Even as a graduate, I was given

the chance to engage with L'Oréal's senior leaders. On one occasion, I developed and presented a new best-practice meeting process to the management committee.

I went through three rotations during the program: B2B marketing with Luxury haircare, Strategic customer marketing with Lancôme – and Commercial management within the medical-supported skincare space. All of which culminated in my current role in the Luxe division.

#### A word of advice

Firstly, put all your energy into your passions and prioritise applying for positions you desire most.

At first, I was determined to apply for every graduate program in the hope I'd get one or two offers. But after chatting with other graduates, I decided to only focus on what I *really* wanted. That way, my passion for the industry came across in the process.

Secondly, the more you put in, the more you get out. I've seen the reality of this ethos throughout my work and personal experiences.

Keep persisting and you'll get where you want to go.

## INDUSTRY OVERVIEW

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The auto industry includes the companies and activities involved in the design, development, manufacture, marketing and sale of motor vehicles.

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### featured

**72** Industry overview

## WHO COULD YOU BECOME?

### **BUSINESS ANALYST**

You'll work with stakeholders to assist in potential improvements for key business metrics, making recommendations based on customer insights.

### **PRODUCT STRATEGIST**

You'll introduce product planning and marketing cycles, analyse the product's sale price and the features that should be promoted within relevant channels.

### **DIGITAL ANALYTICS LEAD**

In this role, you'll report online channel performance, conduct A/B testing, monitor webpages and manage SEO.

### **CONTENT SPECIALIST**

Your responsibilities will include managing projects, sourcing, developing, editing and writing content – while ensuring compliance with brand guidelines.

### **MARKETING COORDINATOR**

You'll deliver marketing campaigns, compile reports for dealership results, develop campaign briefs and coordinate promotional material.

## INDUSTRY OVERVIEW

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The tourism and travel industry covers leisure and business activities away from home. There are several important components, including:

- Accommodation
- Transport
- Attractions
- Travel agents and tour operators

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### featured

**74** Industry overview

## WHO COULD YOU BECOME?

### DIGITAL MARKETING SPECIALIST

You'll develop and implement innovative digital marketing strategies that may include content creation, organic and paid search, and social media.

### SALES AND MARKETING MANAGER

You'll increase sales and manage relationships across all trade channels. Your role will also involve brand promotion in media contexts and at events.

### CRM DATA ANALYST

You'll collate and analyse information from the consumer journey – deriving insights from data and delivering them in a usable format.

### USER EXPERIENCE MANAGER

In this role, you'll utilise qualitative and quantitative UX research techniques. This will inform your user interface decisions across all brand platforms.

### MARKETING ANALYST

You'll analyse customer behaviours, collate business insights and complete competitor analyses. The trends revealed will inform your recommendations.

### CAMPAIGN EXECUTIVE

This role involves overseeing consumer campaigns, creating media plans based on the budget and marketing goals of the company and compiling post-campaign reports.

## INDUSTRY OVERVIEW

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In manufacturing and supply, stakeholders buy, convert, distribute and sell goods and services.

Each step in the process adds value. The end product is then sold on to the retailer, other organisations – or consumers.

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### featured

**76** Industry overview

## WHO COULD YOU BECOME?

### **PRODUCT DEVELOPMENT MANAGER**

You'll identify new product development opportunities, actively managing and improving the innovation process.

### **COMMUNICATIONS SPECIALIST**

This role will see you involved in public relations, direct marketing strategies and campaign planning and development.

### **LOGISTICS MANAGER**

You'll identify opportunities to reduce waste and cost across supply chain operations. Your solutions will increase efficiency in the flow of raw materials through to production.

### **DEMAND PLANNER**

Forecasting the demand of finished goods, you'll ensure these meet market requirements. Your strategies will align demand with business expectations and supply capacity.

## INDUSTRY OVERVIEW

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The transport and logistics industry is an integral part of delivering goods from suppliers to customers. It requires efficient planning and procurement.

Roles in this industry typically call for strong skills in organisation, leadership and evaluation.

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### featured

**78** Industry overview

**80** ANL

## WHO COULD YOU BECOME?

### PRODUCT MANAGER

Your responsibilities will involve managing projects and the communication processes for new product development.

### DEMAND PLANNING ANALYST

In this role, you'll manage and maintain forecasts and inventory levels. You'll also support the sales and operations planning process.

### PROCUREMENT MANAGER

You'll develop comprehensive sourcing plans, negotiate local agreements and seek better ways to operate – while remaining on top of trends and market conditions

### SOCIAL MEDIA AND CONTENT COORDINATOR

Here, you'll lead the direction, execution and implementation of all digital content that represents the brand, both internally and externally.



### Who we are

---

ANL Container Line is a progressive, Australian-based shipping company. We specialise in moving cargo from Australia to over 420 ports worldwide.

Headquartered in Melbourne, ANL is a wholly owned subsidiary of the CMA CGM Group – the world's third largest container shipping line.

### What we value

---

Our culture is a mix of old and new. We're a traditional business with passionate, long-standing shipping enthusiasts. We also have a new generation of multicultural, digitally focused change agents.

Together, we're guiding our business through one of the biggest transformations we'll ever face.

With higher regulation, increased environmental standards and a greater pressure to maintain a top competitor spot, you may think this creates negative tension. But the opposite is true.

Our 'older hands' are eager to adopt new technology. In so doing, they pass hard-earned wisdom onto our younger staff. This exchange creates a really positive vibe.

### Our graduate program

---

Our graduate program immerses you in our business and processes. It provides real-world experience to develop your skills across various departments – from trade analysis, shipping operations and sales to marketing and communications.

Jumping in the deep end is what it's all about. In your first weeks, you'll learn the language of shipping – asking questions, taking notes and absorbing as much as you can.

We'll then support you in your own project work, which may include brand development, event management, trade analysis, commercial reporting or campaign facilitation.

Our business is also transforming – so there's always new opportunities. Many graduates even stay on after they've completed the program. Our current Chief Commercial Officer, a Monash graduate, did just that.

### How to apply

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Applications for our graduate program open in October. To contact us at any other time of the year, email **HR@anl.com.au** and we'll get in touch.



## ALUMNI SPOTLIGHT

### Kristen Richardson

Passionate | Collaborative | Creative

Bachelor of Psychology – Marketing and Management

**I graduated from Monash in 2007 and now I am Head of Communications and Sustainability at ANL Container Line.**

**Marketing was the magic tool I used to kickstart a global career. Roles will continually evolve as skills, products and technology change. Trade, however, will always occur. Marketing influences these transactions and gives us the opportunity to use our skills across many industries.**

#### My career highlights

As a shipping organisation, ANL has been preparing for a significant global change in terms of environmental requirements. This presented a great marketing challenge, but a fantastic opportunity to deploy new skills and processes.

Marketing has given me the ability to help exchange real estate, distribute and retail vehicles and manage transport, logistics and shipping. Launching a 100% e-commerce business unit has been a career highlight. And it was profitable in less than a year — which I'm very proud of.

#### My graduate experience

I like working with companies that challenge the status quo — through growth,

cultural change, or preparation for industry wide challenges.

So, when a recruitment agency approached me to join ANL, it felt like a good fit.

ANL (as part of the CMA CGM Group) has around 110,000 staff, so there are heaps of opportunities. That said, I'm focused on growing in marketing and communications. My next step is to broaden my scope and influence to optimise speed in the organisation.

#### A word of advice

Look for a great manager — someone you want to learn from, and who you can develop a strong relationship with. Your first manager is so important to your career!

Also, keep an eye on the horizon. Set up the best way forward for your career and organisation today.

# about MMSS



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## FROM THE PRESIDENTS



**Sachi Naik**



**Anna-Lyse Fazio**

Choosing a career can be a challenging decision. Given the difficulties created by COVID-19, we must use our courage and resilience to navigate our way through the 'new normal'. Our 2021 edition of the MMSS Careers Book is designed to help you do just that.

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The MMSS Careers Book aims to provide Monash students with the chance to learn from industry representatives and discover graduate and internship opportunities across a range of fields. It's also a fitting companion to our MINDS events, helping to bridge the gap between university and industry.

We hope this resource will aid in your professional development and employability.

This year's edition is particularly exciting with 2021 marking the MMSS' 50th anniversary, and a long-awaited return to on-campus learning. With that, we look forward to offering our members a range of new and exciting opportunities.

A special thank you to Margarita Vasilopoulos and Daniela Tomaselli for your hard work and dedication in creating this year's book.

We wish all our current and future marketing students the very best in their studies and careers. We look forward to seeing you at our events – both in person and online.

Work hard and follow your dreams.  
Best of luck!

**Sachi Naik and Anna-Lyse Fazio**  
2021 MMSS Caulfield and  
Clayton Presidents

## WHY WE EXIST



## WE'RE HERE TO CHAMPION YOUR FUTURE

MMSS is one of the largest associations at Monash. With a presence at both Caulfield and Clayton, we exist to help you develop your professional self.

Whether online or in person, you'll be able to form industry connections, refine your personal brand – and enter the workforce with confidence. Join us in 2021 to celebrate the MMSS' 50th anniversary.

### How can you get involved?

#### Partake in MMSS events

MMSS events are open to all students across a range of faculties – whether you're a member or not. This includes Business and Economics, Arts and Science.

Our events offer rare opportunities for you to:

- Develop your networking skills and establish industry connections
- Learn about the many sectors, companies and roles open to marketing graduates
- Connect with the MMSS community and other Monash students, both online and in person
- Discover graduate programs and internships with first-rate brands

#### Stay in touch

To learn more about MMSS and how you can get involved, please email us or scan the QR code to the right:

MMSS Caulfield:  
**[club.mmss@monsu.org](mailto:club.mmss@monsu.org)**  
MMSS Clayton:  
**[mmss@monashclubs.org](mailto:mmss@monashclubs.org)**



### Become an MMSS member

When you become an MMSS member, you'll enjoy:

- Early bird and discounted tickets to our popular events
- Exclusive masterclasses, workshops, competitions and drink specials
- Members-only networking opportunities with industry and alumni
- Exposure to our large network (and with it, the hidden job market)
- Industry insights and partner offers via the MMSS newsletter
- Access to free online professional and social events

### Join the MMSS committee

We have two committees – one in Clayton and one in Caulfield. All MMSS members are eligible to apply for a committee position, where you will get the chance to:

- Develop even deeper relationships with industry, alumni and staff
- Help shape events such as the Annual MMSS Ball, Beers with Peers and Corporate Cocktails
- Boost your leadership, communication, management and budgeting skills
- Support MMSS members and event attendees
- Contribute to developing our new online Professional Event Series - including Women in Business, Careers in Marketing and Q&As

### Get social with MMSS



# CORPORATE COCKTAILS



## mingle

Mingle with representatives from top organisations in a professional yet social environment.

## be inspired

Be inspired by the career journeys of different professionals.

## learn

Learn about graduate programs and internships (including application processes and key dates).

## explore

Explore new career paths and opportunities.

ANZ, Mercedes-Benz, Deloitte and Clemenger BBDO. These are just some of the top-tier brands we've hosted at Corporate Cocktails. The most prestigious event on the MMSS calendar, this is your moment to learn, connect and impress.



## BEERS WITH PEERS



Ready to sip on a nice cold drink – while meeting alumni who have been in your shoes? A casual event, Beers with Peers will expose you to real stories and career possibilities with some of the world's leading brands.

### identify

**Identify the industries and organisations you're most attracted to.**

### engage

**Engage with Monash alumni and learn about their insights, career advice and personal stories.**

### discover

**Discover possible graduate programs and internships open to you.**

### network

**Network with innovative, driven industry professionals.**



# INDUSTRY INSIGHTS



Resume writing, networking, LinkedIn profiles and more. Through Industry Insights, you'll learn how to conquer the professional world and create the right first impression.



**Guess what?** We often invite a professional photographer to Industry Insights. This gives you the chance to get a complimentary high-quality headshot to finesse your LinkedIn profile.

## Topics covered

### personal branding

How to establish a strong personal brand – online and offline

### recruitment

Recruitment processes in a range of industries

### opportunities

The value of graduate programs and internships

### resilience

How to overcome workplace challenges

### employability

The impact of different personal attributes and skills on employability

### careers

Different career paths – presented by professionals in these fields

# INTRODUCING MMSS ONLINE EVENTS

## Laptops, webcams, action!

Last year saw the introduction of a whole new type of event into the MMSS calendar – with the dawn of our online Professional Event Series. Born out of COVID-19 necessity, these events will continue to run in 2021 and beyond as a complement to our in-person gatherings.

This year, build your personal brand, discover new opportunities and grow your network. Virtual, free and all from the comfort of your own home – awesome.



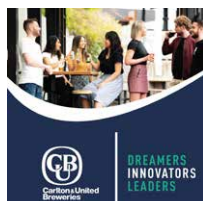
## MASTER

Become a pro. We're hosting masterclasses on everything from cover letters and resumes to graduate applications and LinkedIn profiles. All in collaboration with the Monash Graduate Development Team.



## CHAT

Looking for graduate opportunities? Gain valuable insights from some of Australia's top graduate employers.



## ASK

Wondering where your marketing degree can take you? Join a Q&A with Craft United Breweries. This is your chance to get all the answers.



## BE INSPIRED

Learn from inspiring businesswomen who are leading their industries. Think trailblazers, founders, CEOs and ultimate girl bosses.

## CLOSING ADDRESS

Produced independently by our MMSS leaders, this Careers Book exemplifies the calibre of our students and alumni.



Our alumni illustrate the diverse paths available to Monash marketing graduates throughout their careers. They also demonstrate the importance of proactively seeking opportunities.

The Department of Marketing aims to prepare you for more than your first job. We equip you with the skills you need to succeed in an ever-changing future – skills like initiative, creativity, critical thinking and ethical action.

Last year was the most challenging in my academic career yet. I know that all of you have had your own personal challenges, including disruption to your studies. We also had to either cancel or reimagine most of the networking events that are special to our marketing students and the MMSS.

However, I have been heartened by the way my staff adapted to delivering classes online, and the way our students rose to the challenges of remote learning.

The Marketing Department has been fortunate enough to retain all its domestic students – and has lost only a small number of international

students. Thanks for ‘staying the course’.

Looking ahead, I encourage you to make the most of the knowledge and insights you learn while at Monash and to attend MMSS events when they resume. Building a network will offer you a distinct advantage, whatever your career goals.

To build real-world experience, you can turn to our Marketing Internship unit and the Australian Consumer, Retail and Services (ACRS) research unit.

As you near the end of your bachelor's degree, you may also want to explore further study options, such as an honours degree. This will equip you with the skills you need to pursue a career in research – and could be your gateway to a PhD.

Enjoy the rest of your time at Monash, and please stay connected with your peers and the Department via the Monash Alumni network after you graduate.

Wishing you all the best.

### **Professor Peter Danaher**

Head of the Department of Marketing  
Monash Business School

## **acknowledgements**

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Margarita Vasilopoulos

### **Careers Book Publication Officer**

Daniela Tomaselli

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Refresh Marketing

### **Design**

Iconography

### **Printed by**

Southern Impact

# MY KEY DATES 2021

|     | JANUARY | FEBRUARY | MARCH |     |
|-----|---------|----------|-------|-----|
| MON |         | 1        | 1     | MON |
| TUE |         | 2        | 2     | TUE |
| WED |         | 3        | 3     | WED |
| THU |         | 4        | 4     | THU |
| FRI | 1       | 5        | 5     | FRI |
| SAT | 2       | 6        | 6     | SAT |
| SUN | 3       | 7        | 7     | SUN |
| MON | 4       | 8        | 8     | MON |
| TUE | 5       | 9        | 9     | TUE |
| WED | 6       | 10       | 10    | WED |
| THU | 7       | 11       | 11    | THU |
| FRI | 8       | 12       | 12    | FRI |
| SAT | 9       | 13       | 13    | SAT |
| SUN | 10      | 14       | 14    | SUN |
| MON | 11      | 15       | 15    | MON |
| TUE | 12      | 16       | 16    | TUE |
| WED | 13      | 17       | 17    | WED |
| THU | 14      | 18       | 18    | THU |
| FRI | 15      | 19       | 19    | FRI |
| SAT | 16      | 20       | 20    | SAT |
| SUN | 17      | 21       | 21    | SUN |
| MON | 18      | 22       | 22    | MON |
| TUE | 19      | 23       | 23    | TUE |
| WED | 20      | 24       | 24    | WED |
| THU | 21      | 25       | 25    | THU |
| FRI | 22      | 26       | 26    | FRI |
| SAT | 23      | 27       | 27    | SAT |
| SUN | 24      | 28       | 28    | SUN |
| MON | 25      |          | 29    | MON |
| TUE | 26      |          | 30    | TUE |
| WED | 27      |          | 31    | WED |
| THU | 28      |          |       | THU |
| FRI | 29      |          |       | FRI |
| SAT | 30      |          |       | SAT |
| SUN | 31      |          |       | SUN |

|     | APRIL | MAY | JUNE |     |
|-----|-------|-----|------|-----|
| MON |       | 31  |      | MON |
| TUE |       |     | 1    | TUE |
| WED |       |     | 2    | WED |
| THU | 1     |     | 3    | THU |
| FRI | 2     |     | 4    | FRI |
| SAT | 3     | 1   | 5    | SAT |
| SUN | 4     | 2   | 6    | SUN |
| MON | 5     | 3   | 7    | MON |
| TUE | 6     | 4   | 8    | TUE |
| WED | 7     | 5   | 9    | WED |
| THU | 8     | 6   | 10   | THU |
| FRI | 9     | 7   | 11   | FRI |
| SAT | 10    | 8   | 12   | SAT |
| SUN | 11    | 9   | 13   | SUN |
| MON | 12    | 10  | 14   | MON |
| TUE | 13    | 11  | 15   | TUE |
| WED | 14    | 12  | 16   | WED |
| THU | 15    | 13  | 17   | THU |
| FRI | 16    | 14  | 18   | FRI |
| SAT | 17    | 15  | 19   | SAT |
| SUN | 18    | 16  | 20   | SUN |
| MON | 19    | 17  | 21   | MON |
| TUE | 20    | 18  | 22   | TUE |
| WED | 21    | 19  | 23   | WED |
| THU | 22    | 20  | 24   | THU |
| FRI | 23    | 21  | 25   | FRI |
| SAT | 24    | 22  | 26   | SAT |
| SUN | 25    | 23  | 27   | SUN |
| MON | 26    | 24  | 28   | MON |
| TUE | 27    | 25  | 29   | TUE |
| WED | 28    | 26  | 30   | WED |
| THU | 29    | 27  |      | THU |
| FRI | 30    | 28  |      | FRI |
| SAT |       | 29  |      | SAT |
| SUN |       | 30  |      | SUN |

# MY KEY DATES 2021

|     | JULY | AUGUST | SEPTEMBER |     |
|-----|------|--------|-----------|-----|
| MON |      | 30     |           | MON |
| TUE |      | 31     |           | TUE |
| WED |      |        | 1         | WED |
| THU | 1    |        | 2         | THU |
| FRI | 2    |        | 3         | FRI |
| SAT | 3    |        | 4         | SAT |
| SUN | 4    | 1      | 5         | SUN |
| MON | 5    | 2      | 6         | MON |
| TUE | 6    | 3      | 7         | TUE |
| WED | 7    | 4      | 8         | WED |
| THU | 8    | 5      | 9         | THU |
| FRI | 9    | 6      | 10        | FRI |
| SAT | 10   | 7      | 11        | SAT |
| SUN | 11   | 8      | 12        | SUN |
| MON | 12   | 9      | 13        | MON |
| TUE | 13   | 10     | 14        | TUE |
| WED | 14   | 11     | 15        | WED |
| THU | 15   | 12     | 16        | THU |
| FRI | 16   | 13     | 17        | FRI |
| SAT | 17   | 14     | 18        | SAT |
| SUN | 18   | 15     | 19        | SUN |
| MON | 19   | 16     | 20        | MON |
| TUE | 20   | 17     | 21        | TUE |
| WED | 21   | 18     | 22        | WED |
| THU | 22   | 19     | 23        | THU |
| FRI | 23   | 20     | 24        | FRI |
| SAT | 24   | 21     | 25        | SAT |
| SUN | 25   | 22     | 26        | SUN |
| MON | 26   | 23     | 27        | MON |
| TUE | 27   | 24     | 28        | TUE |
| WED | 28   | 25     | 29        | WED |
| THU | 29   | 26     | 30        | THU |
| FRI | 30   | 27     |           | FRI |
| SAT | 31   | 28     |           | SAT |
| SUN |      | 29     |           | SUN |

|     | OCTOBER | NOVEMBER | DECEMBER |     |
|-----|---------|----------|----------|-----|
| MON |         | 1        |          | MON |
| TUE |         | 2        |          | TUE |
| WED |         | 3        | 1        | WED |
| THU |         | 4        | 2        | THU |
| FRI | 1       | 5        | 3        | FRI |
| SAT | 2       | 6        | 4        | SAT |
| SUN | 3       | 7        | 5        | SUN |
| MON | 4       | 8        | 6        | MON |
| TUE | 5       | 9        | 7        | TUE |
| WED | 6       | 10       | 8        | WED |
| THU | 7       | 11       | 9        | THU |
| FRI | 8       | 12       | 10       | FRI |
| SAT | 9       | 13       | 11       | SAT |
| SUN | 10      | 14       | 12       | SUN |
| MON | 11      | 15       | 13       | MON |
| TUE | 12      | 16       | 14       | TUE |
| WED | 13      | 17       | 15       | WED |
| THU | 14      | 18       | 16       | THU |
| FRI | 15      | 19       | 17       | FRI |
| SAT | 16      | 20       | 18       | SAT |
| SUN | 17      | 21       | 19       | SUN |
| MON | 18      | 22       | 20       | MON |
| TUE | 19      | 23       | 21       | TUE |
| WED | 20      | 24       | 22       | WED |
| THU | 21      | 25       | 23       | THU |
| FRI | 22      | 26       | 24       | FRI |
| SAT | 23      | 27       | 25       | SAT |
| SUN | 24      | 28       | 26       | SUN |
| MON | 25      | 29       | 27       | MON |
| TUE | 26      | 30       | 28       | TUE |
| WED | 27      |          | 29       | WED |
| THU | 28      |          | 30       | THU |
| FRI | 29      |          | 31       | FRI |
| SAT | 30      |          |          | SAT |
| SUN | 31      |          |          | SUN |

# **EMPLOYER SUBMISSIONS FOR THE 2022 MMSS CAREERS BOOK ARE NOW OPEN**

If you wish to promote your  
business and graduate  
opportunities to our high calibre  
marketing students, email  
**[mmss@monashclubs.org](mailto:mmss@monashclubs.org)**

