

A hand holding a pen, writing on a purple surface. The background is a solid purple color with a subtle geometric pattern. The text is white and green.

# MMSS

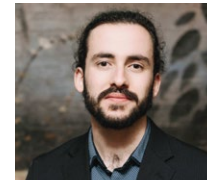
MONASH  
MARKETING  
STUDENTS'  
SOCIETY

CAREERS  
BOOK 2023

# MESSAGE FROM THE EDITORS



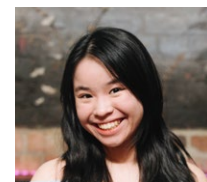
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**Jessika Du**



**Alyssa Lim**



**Samuel Ng**

On behalf of the Monash Marketing Students' Society (MMSS) and the Monash Department of Marketing, we are incredibly proud to present the 2023 Careers Book.

It's important to make the most of every opportunity available to you.

But it can be difficult to do that when you don't know what to expect in a new professional environment.

Whether you're looking for a graduate program, internship, or entry-level role, being prepared to tackle the unknown is crucial to success. That's why we've created this Careers Book: to equip you with the skills, knowledge and resources to jump start your career.

At MMSS, we strive to create a community where like-minded students can elevate their professional development and gain leadership experience. And of course, create unforgettable and impactful memories. Check out the MMSS section to discover how to get involved in our events and join the MMSS family.

We hope to see you at a social or professional event this year and wish you the very best with your studies and future endeavours. Who knows? You may even find yourself featured in a future Careers Book as one of our talented Monash alumni.

Seize the future!

**Candice Hendoro, Elias Maniatis,  
Jessika Du, Alyssa Lim and Samuel Ng**  
*2023 MMSS Careers Book Team*

## 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.

## Acknowledgement of Country

We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islanders peoples today.

## Cover photography:

Shali-Lavj, Unsplash (modified)

# CURIOSITY

## THE KEY TO OPENING DOORS



**SHEONA BELLO**

Vice President, The Americas  
Forethought



Curiosity is a crucial trait to have – especially when it comes to navigating your way, and succeeding, as a marketing professional. Tapping into your curiosity allows you to venture beyond boundaries and discover a whole new world of career opportunities.

You can unlock doors you never thought existed. And embark on experiences you never dreamed possible.

Hear from two inspiring business leaders – who are also proud Monash alumni – as they share their insights.

### **How can curiosity make us a better marketer?**

I believe in always maintaining the humility to ask questions. Never underestimate how the power of *your* curiosity can spark something in someone else – and catalyse a whole new stream of thinking.

There have been countless times when a ‘throwaway’ comment or thought from a team member has led to amazing outcomes.

### **Why is curiosity important in developing a career?**

It all links back to being comfortable with being a ‘rookie’. You need to remember that it’s okay to not know it all – because you never will.

A willingness to be challenged by your curiosity – or even better, to hear the right answer when you’re wrong – is an admirable quality. It’s one that you can immediately benefit from, as you discover new insights and perspectives.

So think outside the box. And ask questions that can spark

new thinking. It will make you an awesome team member.

### **How has curiosity benefited your career in market research and consulting?**

People love talking about what they know. And when you’re always curious, you can tap into that and create strong connections. Curiosity has allowed me to build strong relationships that have supported my career from day one.

Also, being curious will quickly result in *you* becoming a ‘knowledge hub’. And that will draw people to you, which opens a different set of opportunities.

### **Any advice for graduates in developing curiosity?**

Lean into that ‘rookie’ life. Be okay with not knowing the answer. And even when the room goes silent, be confident enough to ask your question. That’s a sure-fire way to get noticed and spark conversations. And you never know where that could lead!



**SUZANA RISTEVSKI**

Chief Marketing Officer  
NAB



### **Why is curiosity important in developing a career?**

I learned theories and frameworks in my marketing degree back in the early 1990s that I still apply to my work today. So take notice of what you learn at uni. It gives you a great baseline of knowledge.

But changes to customer sentiment, market dynamics and technological advancements will forever require you to augment what you know.

I’ve lived and worked through a plethora of technological advancements: the smartphone, social media, cloud-based marketing technology and tools, programmatic media and streaming services – just to name a few! All these have had a huge impact on the way I do my job today.

You must keep up to date. And the only way to stay on top of things is to be curious.

### **How has curiosity benefited your career in marketing?**

Curiosity is essential for the modern marketer.

It helps us to remain competitive, meet the ever-increasing demands of our audiences – and produce the best possible results for our businesses and communities.

If there’s one thing I would encourage you to be above all else, it’s to be curious and keep learning.

### **Any advice for graduates in developing curiosity?**

I read ferociously. Not just marketing matters, but news, social feeds, fiction and non-fiction literature. I also listen to all sorts of podcasts.

Besides that, I’m always open to being reverse-mentored by my younger colleagues – or even my own teenagers. And that’s how I learn about new digital skills, the latest and greatest social apps (like BeReal), and the concept of the metaverse.

I never assume to know it all. And neither should you.

Curiosity is important. So start using that muscle – sooner rather than later.

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# LAUNCH YOUR CAREER



## featured

- 09 Your LinkedIn profile
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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:

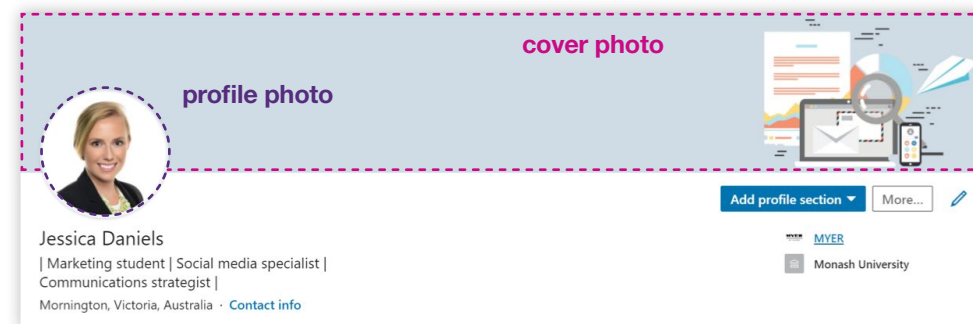
- Is a professional head and shoulder shot (not a selfie from your mate's 21st)
- Has a plain background (no busy backdrop)
- Is 400 x 400 pixels

#### Cover photo

Your cover photo should complement your personal brand.

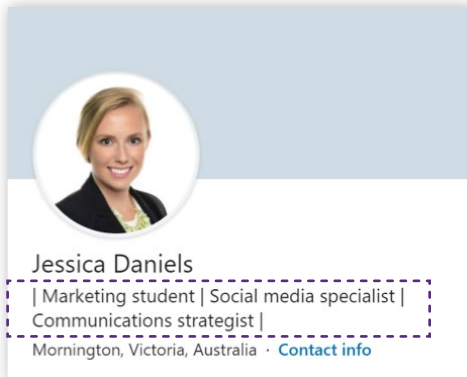
It could be a quote that embodies your philosophy, a picture of you volunteering – or an object that symbolises your passion.

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



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



**Need more help?**  
**Scan the QR code to attend a**  
**Monash LinkedIn workshop today!**

## 3 Tell a story in your summary

### About

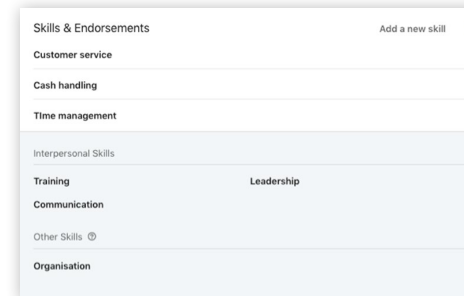
I am a second-year student at Monash University, currently undertaking my Bachelor of Business (Marketing) and a Bachelor of Arts (Psych ... see more

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

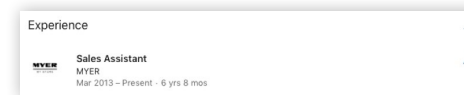
## 4 Expand on your expertise and qualifications

### 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.

# 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.



# COVER LETTERS

## 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? Scan the QR code to attend a resume writing workshop at Monash today!**



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.

## Have an online job interview?

Here are some quick tips to help you prepare:

- **Choose the right place for the interview.** The space should be professional looking, quiet, free from distractions and with optimal lighting.
- **Prepare your setup.** Ensure your laptop has enough charge, or that it is plugged into the power source. Consider using headphones to keep the sound crisp and clear.
- **Test your technology.** Check your internet connectivity, and make sure your camera and microphone are all working. And don't forget to test out the video platform you'll be using before the interview – whether it's Zoom, Teams, Google Meet or something else.

## BEFORE

Before your interview, be sure to:

- **Research the organisation and the role**, including the organisation's mission, products or services, and clients.
- **Prepare your responses** by going through the key selection criteria and position description. Use techniques such as the STAR method (Situation, Task, Action, Result).
- **Prepare questions to ask the interviewer**, as this will show your genuine interest in the organisation and role.
- **Practise your elevator pitch**, so you can succinctly tell the interviewer your work experiences, achievements and career aspirations.
- **Perfect your handshake**, if you're going for an in-person interview. Keep it firm to show confidence and leave a positive first impression.



## DURING

Key tips to remember during the interview:

- Dress for success to show your interviewer that you are serious about the opportunity.
- Turn your phone off and put it out of sight.
- Maintain positive body language.
- Talk about your past work experiences and workplaces positively.
- If you're unsure or confused about a question, don't be afraid to ask for clarification.
- If you're worried that your responses are too short or may not have hit the mark, ask the interviewer if you could expand further.
- It's okay to take a few moments to collect your thoughts before answering a question.
- Be enthusiastic about the opportunity.

## AFTER

Send a thank-you email to your interviewer within 24 hours 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 moving forward in the recruitment process.

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.



## Proactively call organisations and recruiters

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.

## Leverage your connections – and establish new ones

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 Department of Marketing 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.

Still looking for your next opportunity? Keep in mind that there are so many other career pathways, such as entry level jobs! Continue to network, explore the job market and refine your personal brand. You've got this!





## featured

23 How Career Connect can help you

## HOW CAREER CONNECT CAN HELP YOU

Want to maximise your opportunities and employment prospects? Talk to Career Connect advisers – and find a collection of resources and tools that can help you achieve success.

### 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



## featured

26 Marketing Internship unit MKX3631



# MARKETING INTERNSHIP UNIT MKX3631

Ready to kickstart a career in marketing?

**Hi, I am Jane Carroll.**

In the Marketing Internship unit, you'll take a deep dive into workplace professionalism and marketing practice. You'll build a better understanding of your unique skills and capabilities – and gain insight into how to improve your work readiness.

After completing the unit, you'll also be more employable, as it helps you develop self-awareness and professional networks. You'll also understand the credentials you'll need to succeed in a constantly changing business world.

Above all, you'll leave this unit more prepared to start your career journey than when you entered.



## Your marketing internship journey

### 1 DISCOVER your options

The starting point for an internship can differ between students. As such, we have created some options for you.

If you already have a career path in mind, you can find your own internship host organisation OR apply for a Monash-sourced organisation.

If you're uncertain about your career path or how to best leverage your strengths, start your journey with our internship guidance module and personalised mentoring before deciding the type of internship you'd like to pursue.

### 2 SHOW your value

Entering the workforce as an intern provides you with experiences and opportunities to prove value to your host organisation.

By completing projects and working with clients, colleagues and managers, you can apply your marketing knowledge and insights – and demonstrate your strengths.

It's also a time to grow and show your professionalism.

### 3 ENJOY the rewards

When you put in the hard work and show initiative, you'll reap the rewards.

During your internship, you'll develop new skills, grow your network, clarify what your career could look like, and gain insights into what employers are looking for in their marketing graduates.

### 4 KICKSTART your career

After your internship, update your resume with the new skills you've acquired. You should also reflect on areas where you can improve further, then develop action plans to address these issues so you are career ready.

And who knows, the organisation you interned with might even ask you to come back – as an employee!

## Interested?

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

To be eligible for the Marketing Internship unit, you must:

- Have at least a credit average
- Be in your final year of study (exceptions may apply)
- Be available to complete 15 to 20 days of work with a host organisation

I also recommend that you engage in networking and career building opportunities through MMSS and MINDS events.

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

You can go to the MKX3631 pre-enrolment Moodle site. There are separate sites for Semester 1 and Semester 2 enrolments, so you'll need to choose the one you want.

These sites have all the information you need about your options and how to apply. Once you've applied, you can select an interview time with me.

If you have any questions, 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



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

Agencies in this 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.



### Who we are

Ogilvy is an award-winning creative agency that inspires brands and people to impact the world.

Since David Ogilvy founded the company in 1948, we've been harnessing the intersection of talent and capabilities to create iconic, culture-changing, value-driving ideas for our clients.

### What we value

We believe the way we work is as important as the work itself.

That's why we build brilliant teams of specialists who operate through borderless creativity – and deliver solutions that add real value.

We live by three mindsets:

1. Do the right thing
2. Do the best work of our lives
3. Do it together

### Our graduate program

Our 12-week paid graduate program, Goliath, will take you behind the curtain of the Ogilvy network, including our lead creative office, Ogilvy Health and Ogilvy PR.

We'll give you the tools, knowledge and opportunities to create work that can change minds, change lives – and, sometimes, change the world.

Anyone with a passion for problem solving can apply. No specific qualifications needed; just a curious mind, a hunger to learn, and a love of advertising and communications.

### How to apply

To learn more, visit our website by scanning the QR code.



## ALUMNI SPOTLIGHT

### Emira Grbac

Curious | Creative | Courageous

Bachelor of Business – Marketing

Bachelor of Media Communication – Public Relations

**After graduating from Monash in 2021, I dove straight into ad-land – as an Account Executive at Ogilvy. I've been learning and growing so much over this past year, and loving every minute.**

### My career highlights

My first 'pinch me' moment was driving down the M1 highway and seeing a billboard from a campaign I managed.

It was amazing to see all my team's hard work come to life and on show for thousands of people on their way to work.

### My graduate experience

After graduating, I was eager to immerse myself in advertising and gain industry experience. And over the last year at Ogilvy, I've excelled and grown so much.

I'm excited for what's ahead, and I'm ready to take on new challenges and opportunities as they arise.

### A word of advice

Don't play it safe. Take every opportunity that's given to you.

In fact, be ambitious and challenge yourself to find new and exciting opportunities – even if they may seem unachievable at the time.

In the wise words of David Ogilvy himself, "Don't bunt. Aim out of the ballpark."

So when applying for graduate programs or positions, give it all you've got. And don't underestimate your abilities.



### Who we are

CHEP Network is an agency built on endless transformation. We wouldn't be where we are today without constantly looking on the horizon and adapting to what we see there.

The diverse challenges at CHEP makes us a fulfilling place to work. And a crash course for every skill you need. Strategy, data, media, social, PR, technology and research – you can find them all under (our) one roof.

Led by our first-class leadership team, we encourage creativity in every department.

### What we value

We're always on the lookout for the best and brightest talent. People who can help us build a brand experience that connects in more creative and innovative ways.

### Our graduate program

Morphosis is our annual pathway program that gives you on-the-job training – and helps you evolve into the next giant of the advertising industry.

Through the 12-month program, you will work in one of these departments: Strategy, Client Service, Creative, Design, Data or Technology.

### How to apply

To learn more about our Morphosis program, scan the QR code.



## ALUMNI SPOTLIGHT

### Maddison Lukes

Optimistic | Curious | Organised

Bachelor of Business – Marketing & Business Statistics

**Ever since I was little, I've wanted to be in the corporate world. 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 CHEP Network.**

### My career highlights

Being a data scientist in the advertising industry allows me to harness my strengths in statistics and marketing.

At CHEP Network, 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.

And most thrillingly of all, I've brought my childhood dreams to a reality.

### My graduate experience

Exploring career options in my final year of uni, I met with a CHEP Network representative at an MMSS Careers with Peers evening. This led me to an internship at the company – and then my current role.

I felt the values of CHEP Network 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. In the beginning, I wanted to be a retail buyer. Now, I'm pursuing a data science career.

Secondly, follow your intuition. Don't apply for just 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 online courses 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!



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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## 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.



### Who we are

Oracle is a cloud technology company that provides organisations around the world with computing infrastructure and software. Our solutions help businesses innovate and unlock efficiencies to operate more effectively.

We also created the world's first – and only – autonomous database to help organise and secure customer data.

### What we value

We embrace diversity and encourage personal and professional growth.

We also celebrate our global team who's passionate about developing innovative technologies to help companies tackle real-world problems head on.

Our mission? To help people see data in new ways, discover insights and unlock endless possibilities.

Our work not only transforms the world of business – but also helps defend governments, and advance scientific and medical research.

### Our graduate program

We offer multiple intern and graduate programs under varying streams – including Consulting, Finance and Administration, Product Development, Sales, Pre-Sales, and Digital Sales.

### How to apply

You can find more information or join our Oracle Talent Network through our careers portal.

Scan the QR code to learn more.



## ALUMNI SPOTLIGHT

### Brenda Van

**Bold | Authentic | Outgoing**

Bachelor of Arts  
Bachelor of Business – Marketing

**I believe in finding and doing work that's interesting and fulfilling. So after uni, I jumped straight into my corporate career – while running several side hustles. I'm now a Senior Project Manager at Oracle, and owner of my own business.**

### My career highlights

A key highlight was receiving the Delivery Excellence Award for ANZ within my first year with Oracle. I'd joined the company without any project management or tech experience, but successfully managed five key accounts: Jetstar, Latitude, Kmart, Coles Express and Catch.

I also ran my own marketing agency and events business outside of work. And grew my social media channels to 15k followers, offering career and business advice on TikTok under @brendainbusiness.

### My graduate experience

I jumped straight into my career by completing the RACV graduate program, before landing my first entry-level role at BP.

I also launched my first side hustle in the fashion e-commerce industry. And this was where I learnt to work with overseas suppliers, build my own website, and develop a marketing strategy.

### A word of advice

Never be afraid to explore anything that piques your interest, whether that means jumping to a different industry or role – or launching a side hustle.

We spend so much of our life working. It's a shame if you're not doing work you love in some way. So spend the time – especially at the start of your career – to experiment and find the work that fulfills you.



**Planet  
Innovation**

### Who we are

Planet Innovation is a healthtech innovation and commercialisation company.

We exist to create breakthrough products and commercially successful businesses that transform industries and positively impact the world.

We combine deep healthcare experiences with a complete suite of product development and manufacturing capabilities. We also partner with world-leading organisations to help them grow through game-changing innovations.

### What we value

At Planet Innovation, we're passionate about creating solutions that delight customers and drive commercial success.

We value entrepreneurial thinkers. So we encourage all our staff to look deeply into growing markets – and challenge the status quo with new ideas.

That's the true spirit of entrepreneurship. And the heart and soul of Planet Innovation.

### Our graduate and internship programs

We offer an award-winning two-year graduate program to build your engineering, consulting and commercial skills. Designed as a dedicated learning journey, our program will ensure you thrive in your role.

We also have a dedicated internship program for students pursuing an Engineering, Computer Science or Product Design degree. Through these 8 to 12 weeks, you'll get to build your engineering consulting and technical skills, learning from some of the world's brightest minds.

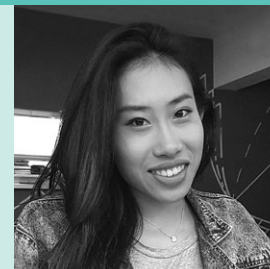
### How to apply

We're now open to expressions of interest for our 2024 graduate program in our Design, Digital Manufacturing, and Commercial teams.

Please get in touch if you're studying any of the following:

- Engineering (Mechanical, Electronics, Software, Computer Science, Mechatronics, Aerospace, and Biomedical)
- Design (UX/UI, Interaction Design, Product Design, Industrial Design, Arts)

Scan the QR code to apply.



## ALUMNI SPOTLIGHT

### Annie Zhou

Perceptive | Loyal | Motivated

Bachelor of Business – Marketing

Bachelor of Arts – International Relations

**As Marketing Coordinator at Planet Innovation, I'm incredibly fortunate to be working with a dynamic and supportive team. From lead generation and campaign nurturing to business award applications – no two days are the same.**

### My career highlights

As part of my role, I help identify award opportunities and manage applications for Planet Innovation.

A key highlight of my career was when we applied for the Victorian Manufacturing Hall of Fame Awards. I engaged with internal stakeholders and oversaw the overall application process. And in the end, we won the Manufacturer of the Year (Large Business) Award, as well as the Outstanding Response to COVID-19 Award.

### My graduate experience

In my first year out of university, the effects of the pandemic were still felt in the workforce – which led to uncertainty in the job market.

I tried my best with job applications, until finally, I was offered an IT-services internship at a payment solutions company. Although it was not a marketing role, this internship was a major stepping-stone and offered me invaluable experience.

Towards the end of my internship, I felt ready to step into the marketing world. And that brought me to Planet Innovation.

### A word of advice

Life after graduation may or may not go according to your original plans. And that's okay.

Take time to develop yourself, your skills, and even your hobbies. Get to know people from all walks of life. You'll be surprised at how many opportunities are out there.

Don't feel pressured to figure things out in your final year. But learn to recognise a good manager or mentor – someone you'd want to learn from and build a great relationship with.

Finally, enjoy every step of your journey. Because no experience is a waste.



The Fast-Moving Consumer Goods (FMCG) industry covers goods sold quickly – and at relatively low prices. These include toiletries, over-the-counter medications 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 smart, produce high-quality goods and develop powerful pricing strategies to succeed.

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**42** Kraft Heinz

**44** L'Oréal Australia

## 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.



### Who we are

We are a globally trusted producer of delicious foods – and the world's fifth largest food and beverage company.

After 150 years in the business, we've seen many things change in the industry. But what remains constant? Our energy, passion and a shared vision to make a difference.

So, we place disruption and innovation at the heart of everything we do. And we're consumer obsessed. As a result, we continue to fuel growth and see more possibilities unfold.

### What we value

Our vision is to sustainably grow – by delighting consumers around the world and making life delicious!

Consumers always come first. But our team is equally important.

We believe work should inspire and support the development of our people. Every person counts and every opinion matters.

At Kraft Heinz, we'll give you the 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 always be welcomed.

### Our graduate program

The Kraft Heinz Graduate Program is a 12-month accelerated learning experience with rotations through two areas of the business.

From day one, you'll be given complete ownership and responsibility over projects, allowing you to add value and deliver results. You'll be collaborating with colleagues from a range of business levels and departments – from around the world!

What's more, in your graduate year, you'll be supported each step of the way, with an assigned Career Coach and a Buddy.

### How to apply

Our Graduate Program is open for online applications every February.

To learn more, contact our Talent Development Team at [anj.talent&learning@kraftheinz.com](mailto:anj.talent&learning@kraftheinz.com).



## ALUMNI SPOTLIGHT

### Georgia Knight

**Determined | Curious | Resilient**

Bachelor of Marketing & Bachelor of Business  
– Marketing & Management

**After graduating from Monash in 2020, I jumped into an immersive Marketing Graduate year at Kraft Heinz. It was an eye-opening experience – one that led me to my current position as Assistant Brand Manager in Beverages.**

### My career highlights

At Kraft Heinz, graduates are given complete ownership over projects. I was thrilled to be able to take the lead on projects in my first year. On top of that, I had the opportunity to present a strategic business plan to the Kraft Heinz executive team.

After 12 months as a graduate, I was lucky to secure a position as Assistant Brand Manager in 2022. In this role, I've had the chance to work on a wide range of projects, from product launches to brand strategy to community campaigns.

FMCG is such a fast-paced, constantly changing environment with so much to learn. I'm very happy to be here.

### My graduate experience

From the moment I joined Kraft Heinz, I've fully immersed myself in the array of opportunities available.

I've participated in volunteer days at Food Bank, run office trivia, held the floor in international meetings and attended careers events.

And through the extensive learning platforms on offer, Kraft Heinz has supported my professional development – each step of the way.

### A word of advice

When you enter the workforce, you will fail, make mistakes and realise there's so much you don't know. And that's okay! It's to be expected – and all part of your growth.

My advice? Ask questions, be curious, try new things, fail, learn and move forward. Also, take a deep breath and don't put too much pressure on yourself.



## Who we are

L'Oréal Australia is part of the L'Oréal Group – the world's largest beauty company. We operate a portfolio of 31 beauty brands across cosmetics, hair, fragrance and skincare.

In Australia, we have over 900 employees, two distribution centres and 3 training salons.

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

## What we value

Beauty is a permanent quest. And each day, we live our founding values – passion, innovation, an entrepreneurial spirit, open-mindedness, a thirst for excellence and responsibility.

We also:

- Harness the power of innovation to enhance our products and services
- Value diversity and leverage our brands to celebrate all expressions of beauty
- Strive to be exemplary with a long-term vision, anchoring our actions in strong values and demanding ethical principles

As the global leader in beauty, we believe everything we do can have a meaningful impact.

## Our graduate program

Our graduate program is the foundation for building our future leaders.

Designed to fast-track your career, our 12 to 18-month program offers structured learning and development, mentoring, and access to senior leaders.

We have graduate roles in Marketing, Commercial, Finance, and Operations. You'll be immersed in two to three rotations across the business, allowing you to work on multiple areas, including brand marketing, sales, data analytics and ecommerce.

Best of all, you'll get to collaborate with – and learn from – some of the most passionate, creative and intelligent people you'll ever meet.

## 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 – Marketing

Bachelor of Science – Genetics

**I graduated from Monash mid-2018. Now three years into my time at L'Oréal, I'm a Product Brand Manager for the largest skincare brand in the company's Luxury Division.**

## My career highlights

I love that I get to conceptualise and execute 360° marketing campaigns.

A recent highlight was when we created a bespoke product set for customers Australia-wide. The product launch was supported by livestreams during lockdown. This allowed our customers to experience at-home facial events with our most luxurious skincare products.

It was truly rewarding to be able to see the full end-to-end execution of each campaign. From ideation to marketing strategy to retail negotiations – I loved being involved in every step.

## My graduate experience

As a graduate, I went through three rotations during L'Oréal's graduate program. These included: B2B marketing with Luxury haircare, Strategic customer marketing with Lancôme, and Commercial analysis in the Active Cosmetics Division.

It gave me the chance to build a broad perspective of the business – and solidify my skills across multiple fields.

The cumulation of these experiences enabled me to roll off the graduate program into my current role as Skincare Product Brand Manager.

## 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.

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

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48 Mercedes Benz

## 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.





### Who we are

'First Move the World' is our purpose, and it captures the spirit of our founders.

Their imagination invented the automobile, which gave us freedom through individual mobility – and changed the world.

This pioneering spirit continues to be at the heart of who we are. It drives us every day in our quest to build the most desirable cars – and create the extraordinary.

We integrate flexibility, digitalisation, efficiency and sustainability into everything we do. Above all, we embrace human-centred perspectives to transform the car-making space with extraordinary results.

### What we value

At Mercedes-Benz, we empower our employees to be the best versions of themselves. Because we know it's our people that make the difference.

That's why our eight people principles are the backbone of all we do and every decision we make:

1. Driven to win
2. Customer orientation
3. Pioneering spirit
4. Agility
5. Learning
6. Co-creation
7. Empowerment
8. Purpose

These principles allow us to build and maintain an inclusive, diverse and innovative work culture.

We're proud to be recognised as an Employer of Choice for Gender Equality – and we're committed to creating a flexible and progressive workplace for everyone.

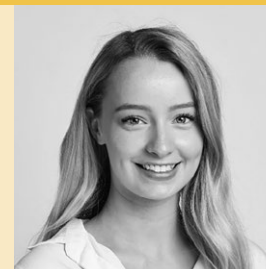
### Our internship program

We offer two types of opportunities for students and graduates:

1. **IBL Program:** Our Industry Based Learning (IBL) Program is a 12-month, full-time opportunity for students to kickstart their career in a department of their choice. This program starts in January every year. Applications open in August/September.
2. **Ad-hoc internships:** Typically 6 to 12 months, our internships are ideal for students looking for short-term, part-time work.

### How to apply

To learn more about our IBL Program and ad-hoc internships, scan the QR code.



## ALUMNI SPOTLIGHT

### Gabi Potgieter

Motivated | Optimistic | Curious  
Bachelor of Commerce

**Eager to get a head start in my career, I joined Mercedes-Benz's IBL Program while I was still at uni. Now, as their Brand & Content Marketing Specialist, I lead, develop and execute large-scale product launches and retail campaigns for the Australia/Pacific region.**

### My career highlights

I get to lead our electric vehicle campaign strategy for Australia.

To be entrusted with such a responsibility – and to help our company pave the way to a more sustainable future – is such an amazing opportunity. And it strongly aligns with my own values.

On a less serious note, the Australian Grand Prix is always a highlight too!

### My graduate experience

I spent 12 months in the IBL Program in my penultimate year of Commerce back in 2019. Then for the next two years, I continued studying part time while working full time at Mercedes.

It was a challenge. But that meant I graduated with two years' full-time experience, ready to progress my career.

I highly recommend the program to anyone who wants a head start in their career.

### A word of advice

Curiosity and an eagerness to learn will set you apart in the workforce. So ask questions, shadow those above you – and show a keen interest in adding value.

This will not only set you up for success, but it will also help you determine what you enjoy and what you'd like to pursue.

Finally, learn to leverage your strengths and recognise your weaknesses. And don't be afraid to ask for help to develop new skills.

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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**54** IRI

**56** Accenture

## 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'.

# Deloitte.

## Who we are

At Deloitte, we're driven to make an impact that matters – at every opportunity.

Through our 175-year history, we've earned a reputation for impactful delivery across audit and assurance, consulting, financial and risk advisory, tax and technology.

We're supported by our strong leadership team – and member firms from over 150 countries.

Today's environment of accelerating change needs creative problem-solving through a fusion of disciplines. So we connect the talents of more than 310,000 professionals with our IP and technology alliances. And together, we make a difference.

## What we value

At Deloitte, it's important that everyone feels included at work and can reach their full potential. That's why our shared values, which include taking care of each other and fostering inclusion, are at the heart of everything we do.

We strive to create a culture where diverse perspectives matter. Everyone is given an equal opportunity to grow and develop. And that is how we succeed and thrive as an organisation.

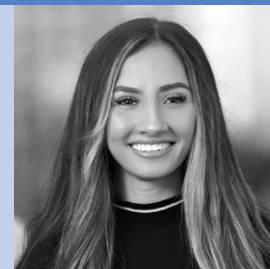
## Our graduate program

The Deloitte Graduate Program gives you a chance to immerse yourself in our award-winning Graduate Learning Academy. We provide the tools and training to help you succeed. This includes mentoring, peer support and e-learning.

You're eligible for this if you've completed your studies within the last 24 months and are ready to work full time.

## How to apply

To learn more about our graduate program, scan the QR code below.



## ALUMNI SPOTLIGHT

### Abbi Greene

Strategic | Sociable | Innovative

Bachelor of Business – Marketing & Economic Strategy

**I previously worked in the advertising and media industry. Then, I decided to shift my career and move into marketing and communications. I'm now a Marketing Senior Consultant with Deloitte's alliance partnerships division.**

## My career highlights

During my second rotation in the Deloitte Graduate Program, I started working on Deloitte's alliance partnerships. It was a very complex space, and a steep learning curve for me.

I had to market technology products and solutions, an area that I had little to no experience in. But this challenging period ended up becoming one of my highlights – and turned into an extremely rewarding journey.

I can now say that I have a better understanding of technology solutions, and I appreciate how they solve complex problems for businesses around the world.

## My graduate experience

After finishing my degree, I wasn't 100% sure what I wanted to do. I joined a media agency as a media buyer and implementer, where I learnt a lot about the advertising industry.

Two years later, I decided that I wanted to go beyond advertising and explore marketing. That brought me to the Deloitte Graduate Program, which in turn led to where I am today: a Marketing Senior Consultant working on the largest alliance partnerships at Deloitte.

## A word of advice

Don't place too much pressure on yourself in your final year. You don't need everything figured out by the time you graduate.

Explore what interests you. And remember that there really is no such thing as a linear career path. No experience in your journey will be a waste. I still use what I learnt from my past media work in my role at Deloitte!





IRi

### Who we are

IRi is powered by people. We're a fast-paced, tech-driven and human-centred business.

Innovation and entrepreneurship are core to our DNA. Our diverse team is leading the charge as the specialist provider of data-driven insights and consulting solutions for FMCG retailers and manufacturers.

We're proud of our down-to-earth culture, which balances work and home life – and enables our people to be their best.

### What we value

Our team and our clients are at the forefront of everything that we do. We're committed to cultivating a diverse and inclusive family of professionals. And we stand united through our drive for a positive impact on our communities, our work and each other.

Our shared purpose provides a sense of belonging, fosters affinities between teams and individuals, and helps our clients succeed.

We hold ourselves accountable and give meaningful feedback and recognition. And we invest in our collective successes through a collaborative and respectful environment.

### Our internship and graduate programs

Interns and graduates can experience IRI in different areas of our business: Data Analytics & Consulting, Operations, Technology, Product Management, and our corporate functions.

Our internship and graduate programs currently run in Sydney, with two intakes per year. Melbourne programs will start in 2023.

We also offer entry-level roles at all offices throughout the year.

### How to apply

Scan the QR code to register your interest and stay up to date with our job opportunities.



## ALUMNI SPOTLIGHT

### Sam Palmer

Curious | Approachable | Driven

Bachelor of Commerce – Marketing

Bachelor of Science – Psychology

**Shortly after my internship unit, I jumped on a graduate opportunity at IRI – and have not looked back since. I'm now a Senior Consultant, and I continue to learn so much from my team and clients.**

### My career highlights

I've been fortunate to be able to contribute to projects that have driven meaningful impact to our clients over the years.

I'm particularly proud of the opportunities I had to present my team's strategy and recommendations to our senior stakeholders. And then seeing those recommendations come to fruition in the market.

It's amazing knowing that we contributed to those real-world decisions.

### My graduate experience

Shortly after finishing my internship unit during my final semester, I landed a graduate opportunity at IRI. From there, I spent two years working with some of FMCG's biggest manufacturers, delivering data and insights – and consulting – to their sales, marketing and category teams.

Working with different clients gave me a unique perspective on how businesses operate. It also provided variety. What I do and learn each week is never the same as the last.

### A word of advice

Approach everything with an open mind. And try to get out of your comfort zone as much as you can. Some of the most rewarding opportunities will come from saying 'yes' to something you've never tried before.

Also, bring your personality to work with you. It makes you more unique and memorable. But more than that, it's easier to meaningfully connect with others when you're genuine. And it's so much more fulfilling.



### Who we are

Accenture is a global professional services company with leading capabilities in digital, cloud and security.

We have more than 700K team members from across the globe, delivering on the promise of technology and human ingenuity.

Our services include strategy and consulting, technology, operations – as well as CX design and build (Accenture Song). All powered by the world's largest network of advanced technology and intelligent operations centres.

### What we value

The core values that shape our culture and define our character include:

- **Client value creation:** Forming strong relationships and enabling clients to become high-performance businesses.
- **One global network:** Leveraging on global insights and collaborative partnerships.
- **Respect for the individual:** Valuing diversity and unique contributions.
- **Best people:** Attracting and retaining the best talent.

- **Integrity:** Being ethically unyielding and honest, and inspiring trust.
- **Stewardship:** Fulfilling our obligations to build better companies for future generations.

At Accenture, we embed sustainability in everything we do. And we strive to always create 360° value for our clients.

### Our graduate program

Starting as a graduate analyst, you'll have the opportunity to join one of our five service areas: Strategy, Consulting, Technology, Operations, or Accenture Song.

From there, you can roll onto projects that suit your interests, including Health, Public Services, Retail, Communications, Customer Experience, Supply Chain and Artificial Intelligence.

### How to apply

We have multiple graduate intake periods throughout the year. To learn more, scan the QR code.



## ALUMNI SPOTLIGHT

### Phung Quang

Creative | Curious | Self-aware

Bachelor of Commerce – Management & Marketing Science

**I tried running my own business after graduating, but due to the pandemic, it didn't take off. So I took some time to figure out what I wanted to do, and discovered the world of consulting. That led me to my role as a Consulting Analyst at Accenture.**

### My career highlights

Accenture has been the best workplace – and I'm not just saying that! I've had so many memorable moments in the year I've been here.

I've travelled interstate to various client locations. Worked with leading retailers to enhance customer experience and improve supply chain processes. And contributed to Australia's largest automation project that will change the way supply chains work in the future.

Accompanying all these amazing memories are, of course, the people I've met and the network I've built along the way.

### My graduate experience

I didn't go straight into management consulting after graduating. I'd wanted to follow my parents' entrepreneurial footsteps, so I started my own restaurant. Unfortunately, it closed due to COVID. But it also helped me realise that this wasn't the path for me.

At my next job, I worked as a digital marketing coordinator, but I discovered that I really wanted to join a management consulting firm.

So I continued to send in applications, until eventually, I was accepted into Accenture. And the rest is history.

### A word of advice

Don't be afraid to ask questions. Because if you don't ask, you'll find it difficult to keep up – especially when you're joining new projects and are getting an information overload.

Clients are sometimes unaware that they're leaving out important details too. So you'll need to identify information gaps, and ask questions to get clarity.

Plus, there's an advantage to being a graduate: you can ask the most absurd questions without judgement.

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.



# fiftyfive5

## Who we are

Fiftyfive5 is one of the fastest growing insight-led market research consultancies in the Asia Pacific. Through a deep understanding of consumers, we unlock growth opportunities for our clients by:

- Defining the real questions
- Gaining a deeper understanding of the audiences that matter
- Leveraging multi-source data
- Creating strategic plans that drive growth within organisations

And why the name? We're inspired by Albert Einstein, who said:

*"If I had an hour to solve a problem and my life depended on the solution, I would spend the first fifty-five minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than 5 minutes."*

## What we value

We believe that an amazing workplace is one where everyone is respectful, works well together and enjoys each other's company. While delivering outcomes to clients that are challenging, creative and commercially credible.

At Fiftyfive5, we give you a collaborative environment with opportunities to progress, and we celebrate your success.

Importantly, you have control over your work-life balance. After all, we work hard – but we play hard too.

## Our graduate program

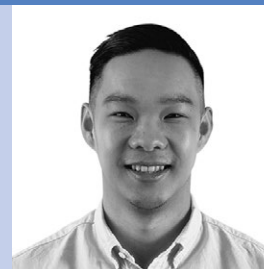
Our graduate program allows you to work with the best minds in Australia's largest independent market research agency. Supported by a fast-paced and collaborative culture, you'll get the chance to manage live projects and work across a range of teams and business challenges.

## Our internship program

Our monthly Melbourne internships run for four weeks at a time. Designed to grow your confidence, this program lets you work across a wide variety of projects. By the end, you'll have gained valuable insight into the different research approaches and analysis techniques.

## How to apply

We accept applications all year round. To find out more about our internship and graduate programs, please contact Roger Kong at [rogerk@fiftyfive5.com](mailto:rogerk@fiftyfive5.com) or scan the QR code below.



## ALUMNI SPOTLIGHT

### Roger Kong

Ambitious | Loyal | Pragmatic

Bachelor of Commerce – Marketing & Management

**I first found my interest in market research after completing an internship while I was at university. After graduating from Monash, I pursued a career in this field full time. I'm now a Consultant at Fiftyfive5, working across various projects.**

## My career highlights

One of my key career highlights was winning the 2022 Australian Research Got Talent award with my colleague, Marissa Tsioutsis. We partnered with For Change Co., a not-for-profit organisation, to help support and deliver lasting change to young people at risk of or experiencing homelessness. We have since entered the global competition and travelled to Toronto to showcase our work.

My biggest achievement, however, has been helping to develop graduates and interns. It's so rewarding to see them grow and exceed their own expectations.

## My graduate experience

During my third year at Monash, I was working three days a week at a market research agency while studying full time. It was tough. But it helped me bridge the gap between theory and practice.

Once I graduated, I became a Project Manager in that agency and worked across a wide range of FMCG and service-based clients. I had a hand on many interesting projects and learned something new every day. It fuelled my passion for market research and soon led me to Fiftyfive5.

## A word of advice

When you first enter the workforce, embrace challenges and opportunities. And try not to feel intimidated. After all, your employer wants you to succeed!

Also remember there's a lot more to you than the list on your resume. A good employer will see that – and genuinely value the qualities you bring.



### 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

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

### Ben Barlow

Attentive | Understanding | Curious

Bachelor of Business Administration – Marketing & Communications

**During my last semester at Monash, I was interning at The Lab. And I was very fortunate to be offered a full-time position with them before I graduated. It's been a smooth transition into the industry and I'm now a Consultant at The Lab.**

### My career highlights

One of my most memorable moments at The Lab was when I was able to significantly contribute to a final presentation that was delivered to a client.

It may seem minor to others, but that was a big moment for me. It helped me believe in myself more and boosted my confidence within the industry.

### My graduate experience

Transitioning from university into the industry couldn't have gone smoother. But I'd like to think I gave myself the best chance by establishing a LinkedIn presence and attending MMSS events before I graduated.

Without undertaking these initiatives, I would never have met The Lab – let alone be working here.

### A word of advice

Put yourself out there. Take every opportunity that comes your way. Every conversation, connection, friendship, work experience or internship gets you closer to where you want to be.

And because there are so many talented graduates competing for the job, you need to differentiate yourself from the crowd as much as you can.

# ACRS

## Who we are

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

We work with clients across a range of retail and service-based industries, including multi-national corporations, governments and social enterprises. Our mission is to deliver insights and strategic solutions to unlock growth opportunities and future-proof businesses.

## What we value

Our team is guided by a desire for constant evolution, a willingness to embrace change and an eagerness to solve research problems – all in a fun and collaborative 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.

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



## ALUMNI SPOTLIGHT

### Paolo De Leon

**Determined | Collaborative | Coachable**

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

**I joined ACRS in 2017 after completing my Honours in Marketing. As 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. And I've had the opportunity to present this research to industry audiences.

I also managed an annual ACRS Retail Monitor study, collaborating with globally-recognised retailers and service providers. Through this, I have improved project efficiencies through accurate tracking of timelines and completion.

Above all, it's been a pleasure to work in a team of like-minded and dedicated professionals.

## My graduate experience

Throughout my undergraduate and Honours degrees, I'd become increasingly interested in research and consulting.

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

Six years on, and still I find research an interesting and exciting field. I enjoy developing insights that inform business decisions. And I love learning something new and being challenged to be innovative all the time.

## 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!



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

### featured

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## 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

We started as Australia's first company in 1817. Since then, our aim has been to deliver exceptional service to our customers – and help the Australian economy thrive.

Over 200 years later, our goal remains the same: to be number one for customer service. By deeply understanding our customers' needs, we provide solutions that benefit the whole community.

Helping Australians is what we do and who we are.

## 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

Our Graduate Program is designed to provide new graduates with a rewarding experience.

With 10 streams available, you'll be completing various rotations to help you understand the different business areas within the company. At the end of the program, we'll support you as you find a role that suits you best.

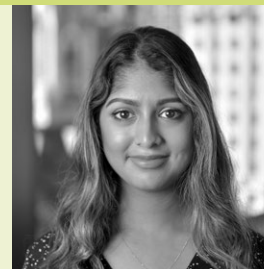
## Our internship program

Our 10-week Summer Internship Program is another amazing way to explore a career with Westpac Group. It exposes you to a diverse range of opportunities – and will help you make an informed career decision.

## How to apply

Applications for our 2023 programs open in 2022.

Scan the QR code below to learn more.



## ALUMNI SPOTLIGHT

### Raf Sarker

Resilient | Positive | Curious

Bachelor of Commerce – Marketing & Psychology

**After graduating from Monash in 2019, I dove straight into the Westpac Group 2020 Graduate Program as part of the Business Banking stream. I'm now the Credit Analyst in our Commercial Business Banking sector.**

### My career highlights

My first highlight was when I was working in the Small to Medium Enterprises sector. I had the chance to help small business owners across Victoria during the onset of the pandemic in 2020. It was a challenging but very rewarding experience.

I'm also currently State Lead in one of Westpac's Employee Action Groups, which focuses on enriching and developing under 35s in the company.

### My graduate experience

I joined the Westpac Graduate Program after graduating from uni.

During the program, I was able to rotate through various sectors within the bank, including Commercial Banking and Marketing. This allowed me to try different roles and gain valuable experience.

Soon after, I secured my previous role as Assistant Relationship Manager; helping customers in the healthcare sector with their lending and transactional needs.

I've since moved to my current position as a Credit Analyst, where I work with different business bankers across Victoria to analyse new and existing debt.

### A word of advice

Remain authentic. You'll find an organisation with the right culture that suits you and your values.

It's fine to not know exactly what career pathway you want to pursue right now. In fact, the best way to find out is through networking!

Attend career expos and talk to people. By connecting with others and understanding their roles, you're more likely to discover what areas you're drawn to.



### Who we are

Mercer is a global company that specialises in workforce consulting and investment management, as well as superannuation in Australia.

We believe in building bright futures. Together, we're redefining the world of work, and reshaping retirement and investment outcomes.

How do we do this? By meeting the needs of today and tomorrow. By understanding the data and applying it with a human touch. And by turning ideas into action – to spark positive change.

### What we value

- **Our people.** Our people encourage us to bring our full selves to work and appreciate the different experiences that shape our own story. And that helps us understand our clients and community better.
- **Innovation and curiosity.** We empower our teams to make changes, whether it be a process or a project – especially in digital marketing. If there's a campaign you'd like to run, we'll support you to give it a go.
- **Continued learning.** We create initiatives that prioritise learning and development, setting aside time to invest in each team and individual.

### Our graduate program

We're always open to conversations with young professionals.

Although we don't run formal graduate marketing programs in Australia, we'd love to hear from you if you're interested in starting your career with us.

### How to apply

Get in touch with us at  
**contact.australia@mercer.com**



## ALUMNI SPOTLIGHT

### Wing Chong

Curious | Creative | Problem-solver

Bachelor of Business – Marketing & Human Resources

**After graduating, I spent a couple of years exploring, learning – and figuring out what areas I was most excited about. Today, I'm the Digital Marketing Specialist (Global Workforce Products) at Mercer.**

### My career highlights

One of my most memorable projects at Mercer was creating an email automation campaign. It was especially fun conceptualising the pathways and educating the wider team on the possibilities that come with automation.

Another highlight was project managing a Hackathon. We created this event to bring together colleagues across the company who might not cross paths otherwise.

I loved the buzz from brainstorming with others. And having the leadership support and see how important this event – and its focus on innovation – was to the company.

### My graduate experience

I wasn't sure what I wanted to do after university. I only knew it would be in marketing.

Having volunteered with Monash NRC during uni, I jumped at the opportunity to work with them in student engagement and expand their program to the Peninsula Campus. Through this, I found myself gravitating towards the branding and storytelling side of promotion.

Later, thanks to Jane Carroll's encouragement, I branched out to a generalist/marketing coordinator role at a toy company, where I learned so much about B2C vs B2B.

These two years really helped me figure out the areas I was keen to explore (and the ones I enjoyed the least!).

### A word of advice

Stay curious and carve out your own place. Pay attention to things that interest you and follow your instinct.

Also, let others know what you're interested in or what you may want to learn next. Even better: talk to people who are already doing it.

These conversations may help you discover the different jobs that are out there – not just the ones you usually see advertised. And you never know where an opportunity may pop up.



## Who we are

Investified is an online investing education platform and community, specialising in stocks and cryptocurrency.

We're here to help those who want to learn how to invest – but have no idea where to start.

Since our launch in February 2021, we have grown to over 1,200 paid subscribers, including some top AFL players. Our vision is to become the most impactful and inclusive investing education platform in Australia – and ultimately, the world.

## What we value

- **Good work with good people:** Whether it's employees, contractors or partners, we like to work with those we have a genuine relationship with.
- **Collaboration:** Because we're a startup, everyone – no matter who they are – needs to get their hands dirty and be prepared to do anything – no matter how mundane.
- **Trust and transparency:** These values are especially important in the finance industry, and we place high emphasis on ensuring we practise them.

## Our internship program

We're always on the lookout for bright minds to join our team as interns.

Because we're a startup, you'll gain hands-on experience in all areas of the business – and countless opportunities to learn quickly.

## How to apply

We're happy to hear from applicants all year round. To learn more, get in touch through [hello@investified.com.au](mailto:hello@investified.com.au)



## ALUMNI SPOTLIGHT

### Anthony Trainor

Problem Solver | Adaptable | Balanced

Bachelor of Business – Marketing & Management  
Master of Advanced Marketing

**After graduating from Monash, I travelled before taking up a full-time marketing job. Almost five years later, I'm now the Founder and Head of Marketing & Strategy at Investified.**

### My career highlights

My biggest highlight was the day we launched our business.

Our launch was scheduled to start at 10am, but payments started coming through even before then. That was proof of concept for us, and showed how eager customers were to join our platform.

Another highlight happened before I started my business – when I received a phone call that said I'd been offered a role at MKTG Sports & Entertainment, my first full-time job. I was desperately waiting for that call, and I'll never forget that moment when they gave me the news. It really felt like the start of my career.

### My graduate experience

After graduating, I travelled around the US for several weeks. Then I worked part time as a marketing coordinator, while looking for a full-time role.

Not long after that, Jane Carroll at Monash University helped me find one: in sports marketing at MKTG. I stayed there for four and a half years, before dedicating myself to my business full time.

### A word of advice

Pay attention to company culture. I used to naively think that work was just about rolling into the office, doing your job, getting paid and then leaving. Making friends and having a good time were for *outside* of work.

I couldn't have been more wrong.

Culture is one of the most important components of a business. When you're looking for a job, that's the first thing you should learn about. A company with poor culture will struggle with productivity, efficiency and retention. And *you* will struggle with job satisfaction.

So when you're at a job interview, be sure to ask about their culture. And remember, it's more than just having team drinks on Friday afternoons.





## Who we are

Bupa is a health and care company committed to helping our customers live longer, healthier, happier lives and making a better world.

Our services include aged care, dental, optical, health insurance and community wellbeing initiatives.

We strive to be the world's most customer-centric healthcare company. That's why we're committed to excellent customer experience through great service and value, frictionless access and quality healthcare.

## What we value

At Bupa, you won't be working for a typical 'corporate'.

We share an extra healthy sense of purpose. And we believe in the importance of building an inclusive and agile culture, which encourages diverse perspectives and inspires new possibilities.

We're a global business with a strong focus on learning and development. When you grow, we grow. That's why we seek like-minded people with the energy and tenacity to help us shape the future of healthcare.

## Our graduate program

Our internship and entry level roles will get you started in your career – while helping people live longer, healthier and happier lives.

With roles across Health Insurance, Health Services and new businesses like Benefit Pocket, we offer opportunities for professional and personal growth.

You'll be exposed to different businesses and products, as well as diverse personalities, strategies and working styles.

Will you be challenged? Yes. But it will also inspire you to grow your capabilities in more ways – and more quickly – than you could possibly imagine.

## How to apply

Scan the QR code to learn more about our internship and entry level roles.



## ALUMNI SPOTLIGHT

### Laura Jeffries

**Ambitious | Imaginative | Approachable**

Bachelor of Business – Banking & Finance

Bachelor of Marketing

**I was looking for roles that combined marketing strategy and implementation. So when I discovered an opportunity to join Bupa's newest health and wellbeing startup, I took it. I'm now the Growth Partner for Benefit Pocket – and I'm loving every minute.**

### My career highlights

When I began at Bupa, we were building Benefit Pocket from the ground up. That was one of my most daunting but exciting career experiences.

A highlight I'll never forget was launching Benefit Pocket to market for the first time in October 2021. We were so proud and excited to be live in the app stores!

But my *most significant* achievement was establishing events as a new customer acquisition channel – leading to over 70% of our member growth so far. This has also allowed me to travel interstate and work with some iconic Australian events.

### My graduate experience

Like many other students, I was set on joining a rotational graduate program. But halfway through my final year, I started questioning if that was the right decision for me.

Then I met the director of Benefit Pocket at a Department of Marketing event and learned about the 'corporate startup' concept. I was drawn to the ability to be agile and challenge the status quo, with the support and resources of a corporate like Bupa.

So I accepted the Growth Partner role at Bupa, and now drive awareness and member growth across all of Benefit Pocket's channels.

### A word of advice

Make the most of everything the Department of Marketing and Monash University offers. Opportunities like the Global Study Program in Marketing and the Marketing Internship unit are invaluable for opening doors.

Look for outstanding leadership – people you want to learn from.

My final piece of advice? This quote from Sheryl Sandberg: "If you're offered a seat on a rocket ship, don't ask what seat. Just get on."

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

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## 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.



### Who we are

Movember is the leading charity changing the face of men's health on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

From 30 moustaches in 2003, we have grown into a movement of more than six million fundraisers.

Funds raised by our Mo community deliver innovative, breakthrough research and programs that enable men to live happier, healthier and longer lives.

### What we value

We're a team of fired-up change agents tackling the biggest issues facing men's health. Our values steer everything we do. They keep us focused on who we are. They are what sets us apart.

- **Fun:** Movember is all about havin' fun doin' good.
- **Respect:** We're caring and inclusive.
- **Humble:** We never forget why we're here.
- **Team Movember:** We strive to enable every person to be their best.
- **Remarkable experience:** We're dedicated to creating remarkable experiences for our people and our community.
- **Change agent:** We must think differently to have an everlasting impact on the face of men's health.

### Our internship program

Our Brand & Content team offers internships for creative marketers passionate about changing the face of men's health.

As an intern, you'll get backstage access to one of the world's leading charities. See how we work with data to drive strategy. Help tell stories from our community to break down the stigma around men's health. Bring your originality to our homegrown, world-known brand. And experience our one-of-a-kind team culture.

Our internships are flexible. We accommodate full time (in a block) or part time (across the semester) – with onsite and offsite (work-from-home) options available.

### How to apply

To learn more about our Marketing internships, reach out to Bree Earle at [bree.earle@movember.com](mailto:bree.earle@movember.com)



## ALUMNI SPOTLIGHT

### Bree Earle

Friendly | Organised | Dedicated  
Bachelor of Business – Marketing

**After graduating from Monash in 2014, I had the chance to explore the world of marketing through several prominent projects. All that experience led me to where I am today – as Movember's Head of Content.**

### My career highlights

Before joining Movember, I was at Golf Victoria and Golf Australia. I played a lead role in marketing the Vic Open golf tournament held annually in Barwon Heads, Victoria. It's the world's first golf tournament to have men and women playing on the same course for equal prize money. And during my five years marketing the tournament, the prize money grew tenfold from \$300,000 to \$3 million.

A more recent highlight was launching the Movember Impact Hub online. It's an interactive site that allows our supporters to explore Movember's impact on men's health around the globe. Visitors to the Hub were 5 times more likely to fundraise for Movember – and 4 times more likely to donate to us.

### My graduate experience

After graduating, I spent the first couple of years going on road trips and hanging out with mates.

I also managed to land a full-time job with Golf Victoria while studying at Monash. During my time there, I learned as much as I could from my manager, my team and other leaders in the organisation.

The experience and knowledge gained helped prepare me for my current role as Head of Content at Movember – where I oversee our global content team across six countries.

### A word of advice

The first few years of your career are the best time to dip your toe in the water and try different marketing areas to see what you like best. And think about the kind of work-life balance that you're looking for in the long run.

Also, don't just "fake it till you make it".

Instead, make saying "no, but I'd like to learn" your superpower. If you've got an open mind and you're ready to get to work, there's nothing you can't learn.

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.

### featured

80 Industry overview

82 Gelteq

## 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.





## Who we are

Gelteq is a global biotechnology company specialising in ingestible gel technologies for humans and animals. We service the pharmaceutical, healthcare, nutrition and sport sectors.

Our proprietary technology is designed to assist with the delivery of APIs (active pharmaceutical ingredients) or nutritional compounds – via easy-to-consume, gel-based formulations.

## What we value

We strive to be at the forefront of innovation, so we're always looking for new ways to utilise our gel technology for humans and animals.

We value creativity, initiative and drive. With our rapid growth, we want everyone to be engaged and aware of how our various initiatives are progressing.

We understand the importance of work-life balance and our employees' health. And we offer flexible working arrangements to ensure their wellbeing.

## Our graduate program

We offer a limited number of intern and graduate roles for students interested in pharmaceutical and traditional direct-to-consumer marketing.

You'll be involved in a broad spectrum of projects, allowing you to gain experience and provide valuable input.

## How to apply

We're happy to hear from potential applicants year-round. To apply, please send your resume and cover letter to [jobs@gelteq.com](mailto:jobs@gelteq.com)



## ALUMNI SPOTLIGHT

### Amber Daffy

**Ambitious | Reliable | Enthusiastic**

Bachelor of Business – Marketing & Business Management

**I joined Gelteq as General Manager two years ago. Since then, I've been involved in all areas of the business – and it's been an incredible journey.**

### My career highlights

Since joining Gelteq, I've had the privilege of working alongside its two co-founders. And I've been fully immersed in all areas of the business, including marketing, sales, operations and human resources.

I've been able to develop my skills and knowledge in each of these areas. Plus, I've gained a strong understanding of how they all work together to contribute to the business's success.

But the best part? I've seen Gelteq grow from the start-up phase to the global biotechnology company it is today. And I'm proud to have played a role in its success.

### My graduate experience

In my final semester, I completed the Marketing Internship unit and began thinking about what industry I wanted to work in. I soon discovered an interest in the health sector.

So I completed an internship at Specialist and Allied Health Centre, Lifestyle Break-through. And through the connections I made there, I received an offer for the General Manager role at Gelteq.

### A word of advice

One of the fantastic aspects of completing a Bachelor of Business is the many career options available. But it can be daunting to figure out which industry you'd like to work in.

So take this final semester to understand yourself. Figure out where your strengths and interests lie. Then research positions in various industries and listen to other graduates' experiences to help narrow down what's right for you.

I can't recommend the Marketing Internship unit enough. Also, if internship opportunities arise, give them a go. This can really help you identify what you enjoy doing – and the connections made are invaluable.

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.

### featured

**84** Industry overview

**86** ANL

**88** SG Fleet

## 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

Applications for our graduate program open in October. To contact us at any other time of the year, email [HR@anl.com.au](mailto: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.



## Who we are

SG Fleet is a global provider of fleet management and car leasing solutions.

As one of Australia's leading specialist providers, we work with a wide range of industries, in both the government and corporate sectors.

Fleet management is our B2B arm. On the consumer front, we offer mobility solutions for individuals, including novated leasing and car share services.

## What we value

At SG Fleet, we combine international perspective and unrivalled expertise with local knowledge to meet our customers' needs.

We actively contribute to global discussions about the future of transport – and shape the new mobility landscape.

It's an exciting time as our industry experiences significant changes, particularly with the proliferation of electric vehicles. And we're proud to say that SG Fleet is at the forefront.

## Our graduate program

We're currently scoping a graduate program and would love to hear from students who are interested in working with us.

The program scope will include Marketing, IT, People & Culture and Finance & Operations – incorporating 6-month rotations across an 18-month period.

Graduates who successfully complete the program will be offered roles at SG Fleet.

## How to apply

You can register your interest via email to **LKerr@sgfleet.com**



## ALUMNI SPOTLIGHT

### Amelia Atkins

Motivated | Authentic | Thoughtful

Bachelor of Marketing  
Bachelor of Management

**I didn't start out in marketing. But I kept finding opportunities to learn and contribute whenever I could – and that led me down my marketing path. I'm now the National Manager of Marketing & Sales Development at SG Fleet, with a team of my own.**

### My career highlights

My first highlight was when I became a Client Engagement Manager after about 12 months with SG Fleet. In this role, my challenge was to create customised marketing strategies for clients. And that was the first step to understanding our business and building a well-rounded experience.

Around a year later, I became the manager of the Engagement team.

My second highlight was being appointed to my current role. I have a team that I'm really proud of. And I enjoy fostering an environment where we can be creative, hit our targets – and have some fun along the way.

### My graduate experience

After finishing my degree, I travelled for six months before joining SG Fleet in an accounting/operational role.

I'd expected it to be a short-term move while I was hunting for a marketing job. But I soon saw there were opportunities for me within SG Fleet – and that the organisation invests in its people.

I found ways to help out in other parts of the business that interested me, while balancing my day-to-day work. This allowed me to build connections and demonstrate my capabilities.

### A word of advice

Don't put a ceiling or a timeline on what you can achieve.

I reached my goal of joining the leadership team earlier than expected. I kept my goal in sight, worked hard, and took in as much advice as I could from those I admired. This gave me the confidence to trust my instincts and become the type of leader I wanted to be.

Also, if you find yourself starting out in a non-marketing role, don't worry. Marketing teams always have more projects than people. So offer to help when you can and take that time to build your experience and prove yourself.



Marketing in the sports industry involves highlighting sporting events and activities.

It also includes the promotion of sports-related initiatives, athletes, brands, products and services.

### featured

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## WHO COULD YOU BECOME?

### SPORTS MARKETING MANAGER

Overseeing a team, you'll develop marketing strategies and campaigns to generate new leads.

### DIGITAL MARKETING MANAGER

You'll manage digital and social media platforms to execute marketing strategies and increase a brand's online presence.

### PARTNERSHIPS COORDINATOR

Focusing on community and stakeholder engagement, you'll take charge of correlating relationships with sponsors and partners.

### COMMUNICATIONS COORDINATOR

You'll be delivering promotional, educational and training materials for internal and external uses.

### SPONSORSHIPS & EVENTS EXECUTIVE

You'll take charge of sports portfolios, manage events and work closely with a list of sponsorships.



### Who we are

FIFA is the governing body for football (or soccer, as we call it in Australia) globally. Our vision is to make football truly global – and for the sport to be accessible and inclusive in all aspects, everywhere.

Our Australian office is organising the FIFA Women's World Cup Australia and New Zealand 2023™ (FWWC2023).

The mission for FWWC2023 is to showcase the world's best women players. Engage audiences with a world-class event. And blaze a trail for women's empowerment.

### What we value

FWWC2023's values are Excellence, Diversity, Authenticity, Respect, Passion and Equality.

Our organisation is full of energetic, passionate and motivated people who want to promote women's sport and leave a lasting legacy through the tournament.

With this massive opportunity to drive change, we strive to recognise the unique cultures and stories of Australia and New Zealand – and ensure they're respected throughout all aspects of FWWC2023.

### Our internship programs

We expect to have internships available as we lead up to the 2023 tournament. But we're always keen to hear from people who are excited to join our team.

### How to apply

To express interest or to find out more, please contact [emma.weir@fwwc2023.org](mailto:emma.weir@fwwc2023.org)



## ALUMNI SPOTLIGHT

### Emma Weir

Outgoing | Optimistic | Adventurous

Bachelor of Business – Management & Marketing

**I've always wanted to get into sports marketing. And I've been extremely fortunate to have had roles in sports that came with money-can't-buy experiences. My dream continues in my current role as FIFA's Broadcast Servicing Manager for Australia.**

### My career highlights

I love major sporting events. So being behind the scenes in the centre of the action has been incredible. It's extremely hard work at times. And getting one to two hours of sleep during event time is not unheard of. But the highs make everything worth it.

I've hosted event sponsors. Ridden on the closed circuit of the Champs Élysées before the riders entered the Tour de France final in Paris. And I've even given Roger Federer a media briefing while jogging beside him.

But working at the 2021 Tokyo Olympics and moderating an Australian Gold Medal press conference was a life highlight.

### My graduate experience

My first professional job was at a cycling retail chain as marketing assistant – and then marketing coordinator.

I wasn't into cycling at that time, but I took the job because I wanted to get into sports marketing. It turned into a sport I now love – and led to me working for Australia's first World Tour cycling team. You never know where an experience is going to take you.

That first year out of uni, I got the chance to manage Pacific Brands Bike Hub and Malvern Star's sponsorship of the UCI Road Cycling World Championships in Geelong. I learnt so much. My time there opened a lot of doors and gave me the opportunity to challenge myself and grow.

### A word of advice

Network, network, network. Meet as many people as you can while you're a graduate. It costs nothing but time (and maybe a few coffees). But you'll get to interact with a variety of working professionals and boost your confidence for job interviews.

So reach out to people who have interesting roles within companies you want to work for. A lot of them are willing to meet a graduate and offer advice.

A 30-minute coffee with someone might save you from working in an industry or company that's not the right fit for you. And when you one day have your dream job, remember to make the time for graduates who reach out to you.

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

### featured

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96 Camplify

## 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.



## Who we are

Camplify is one of Australia's leading peer-to-peer digital marketplaces that connects RV owners to hirers.

Think Airbnb – but for the caravan sharing community.

We connect thousands of holidaymakers with neighbourhood caravans, motorhomes and vans, unlocking new earning opportunities for van owners.

Best of all, we're making camping – and van life – more accessible to everyone.

## What we value

We're built upon a community that trusts and respects our platform.

Adventure is at the heart of what we do. And we love supporting our employees and customers as they embark on unforgettable adventures.

We strive to make van hiring simple and safe. And we'll keep innovating through technology to ensure the best experience for owners and hirers.

At Camplify, we're proud to help ease van owners' financial burden – while inspiring explorers of all ages to enjoy nights under the stars.

## Our internship program

We offer internships throughout the year. With us, students get to experience a variety of marketing work placements through different projects.

## How to apply

To find out more, email [marketing@camplify.com.au](mailto:marketing@camplify.com.au)



## ALUMNI SPOTLIGHT

### Alastair McCausland

Passionate | Energetic | Determined

Bachelor of Business – Management & Marketing

**Whether you're out to create an award-winning ad campaign or build your own career, your marketing skills can take you far. It has certainly taken me from a newbie at an ad agency to Chief Marketing Officer at Camplify.**

## My career highlights

My proudest achievement is employing young marketers and helping them grow their careers at Camplify. It's always a highlight seeing them progress to amazing roles and deliver incredible work.

In terms of my own marketing work, I'd never forget my first TV campaign for Carlton Draught when I was working at an ad agency. From studying Carlton Draught ads at Monash to actually playing a part in their brand story – then winning a Cannes Gold Lion for Beer Ad of the Year! That was a great legacy to leave.

## My graduate experience

I remember trying my hardest to balance everything – from scheduling classes to fitting in work.

And of course, enjoying the social side of Marketing at Monash.

## A word of advice

Think of yourself as a brand. Then focus and use your marketing skills on that brand.

You need to first build your mental and physical availability. Then, create your distinctive brand assets, plan your market penetration strategy – and get yourself out there.



# ABOUT MMSS



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# FROM THE PRESIDENTS



Jemima Dalton Fareena Islam

Exploring your career options is a very exciting process. But it can also feel daunting if you don't have advice or inspiration to guide you. That's what the 2023 MMSS Careers Book is for: to provide you with real stories, credible resources, and general insights into the wide realm of marketing.

Your marketing degree offers endless opportunities. And we hope this Careers Book encourages you to make the most of your university experience – so you can aim high with your professional aspirations.

The marketing industry is rapidly evolving. And opportunities in the industry keep growing.

Our goal is to highlight the array of doors this constant evolution can open. Doors you may not even know existed.

At its core, the MMSS is a society that exists to enhance your university experience. We're here to help kickstart your university life – and propel you down the path of your dream marketing career.

Getting involved in MMSS will help you build your network. Strengthen your employability. And discover what working in marketing really means.

From alumni experiences to possible graduate roles, this book will be your go-to guide for all things marketing careers.

Here's to an amazing 2023!

**Jemima Dalton and Fareena Islam**  
2023 MMSS Caulfield and Clayton Presidents

# WHO WE ARE



## YOUR FUTURE STARTS HERE

MMSS is one of the largest societies at Monash University. With a presence at both Caulfield and Clayton, we aim to help you develop your professional self and make lifelong memories along the way.

Whether online or in person, you'll be able to form industry connections, refine your personal brand – and enter the workforce with confidence.

### How can you get involved?

#### Come to 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 Design, Education, Science and more.

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
- Discover graduate programs and internships with top-tier brands

#### 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 and career opportunities
- 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 – Clayton and 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 Careers with Peers, Corporate Connections, and the MMSS Ball
- Enhance your leadership, teamwork, marketing and budgeting skills
- Support MMSS members and event attendees
- Create your own initiatives to help grow MMSS in new ways

#### 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)

#### MMSS website



#### Get social with MMSS





# CORPORATE CONNECTIONS

Deloitte, Kraft Heinz and Bupa. These are just some of the 30+ big brand names we've hosted at Corporate Connections.

A not-to-be-missed MMSS event, this is your chance to connect with leading industry professionals and plant the seeds to your future.



## Mingle

"The company representatives were so welcoming and willing to share their experiences within the industry. I loved speaking to and connecting with them."

Candice Hendoro

## Be inspired

"I had a great time connecting with companies such as Mercedes-Benz and PwC! They shared their experience openly and gave such great advice about their programs and work opportunities."

Sarthak Sehgal

## Learn

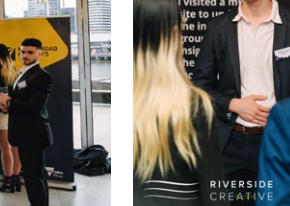
"Corporate Connections provided such great insights into the different roles across a variety of industries. It was an important and informative experience with so many representatives sharing their knowledge."

Kevin Wang



## And a bonus?

We often invite a professional photographer to cover this event. This gives you the chance to get a complimentary high-quality headshot to finesse your LinkedIn profile.





## CAREERS WITH PEERS



Ready to sip on a nice cold drink while meeting industry professionals who have been in your shoes?

A relaxed and casual event, Careers with Peers will expose you to real stories and career possibilities with Monash Marketing alumni – and some of the world's leading brands.



## INDUSTRY INSIGHTS



Through Industry Insights, you'll get to hear from a panel of highly respected marketing professionals. A great way to explore and learn about possible careers in different sectors.

### 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.

### network

Network with innovative, driven industry professionals.

### master

Get tips on how to master recruitment processes in a range of industries.



“

### discover

“Industry Insights opened up my mind to the many global opportunities a business or marketing degree can easily lead me to.”

Lara Van Ravenswaaij

### specialise

“Being exposed to such vibrant and welcoming work cultures helped me understand the opportunities in the market research industry.”

Thang Quach

### employability

“It was great to hear from these professionals. They showed me the multifaceted nature of marketing and the employable skills companies are looking for.”

Ashley Ng

### careers

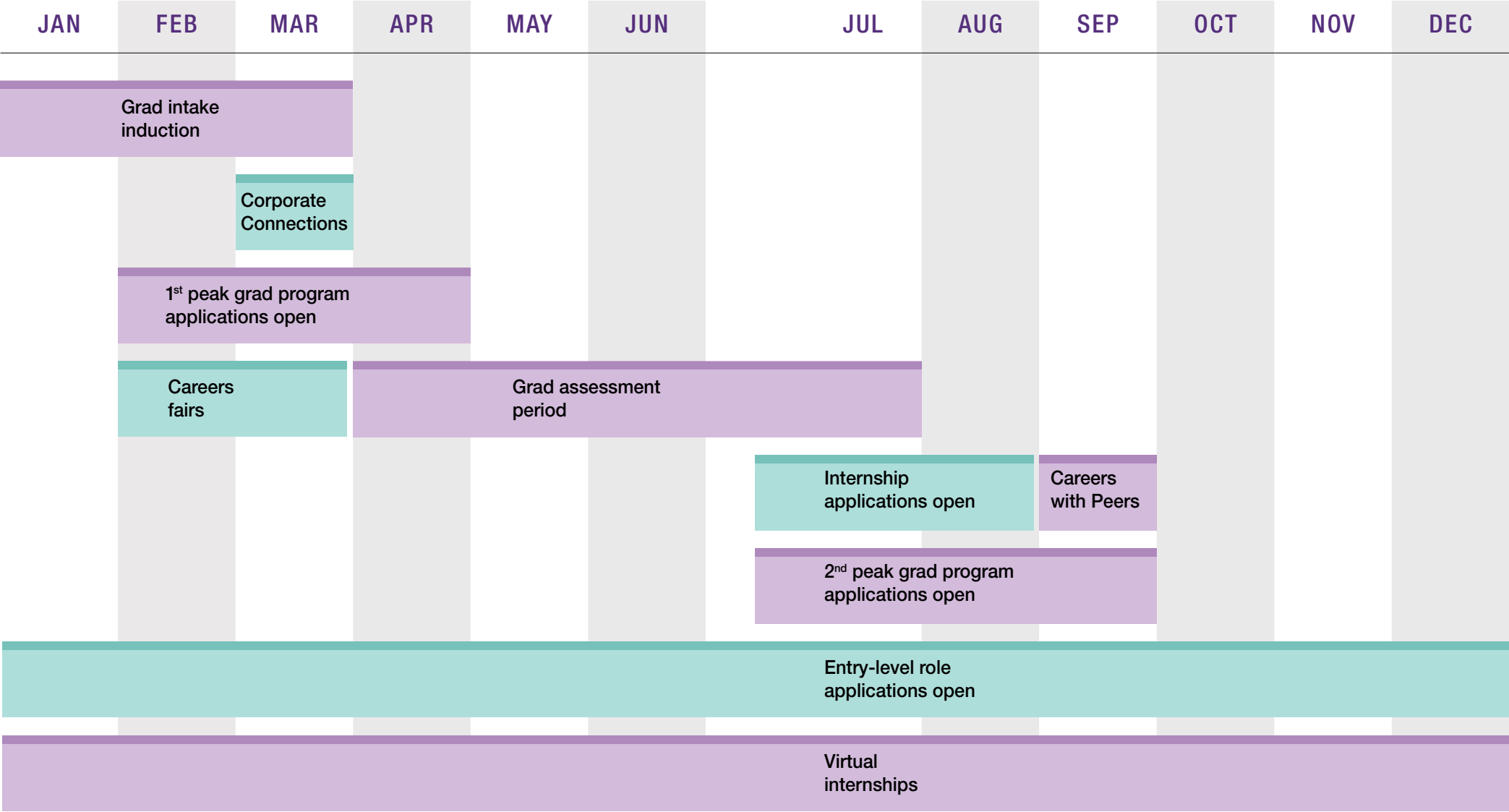
“This event showcased the broad range of career options within marketing and helped me figure out the areas that appealed to me the most.”

Katie Dexter

”



# WHERE WE ARE IN THE GRADUATE YEAR



This is a general guide to the typical graduate and internship intake periods. For specific dates, visit the company of interest.

# CLOSING ADDRESS



As we gradually adapt to living with COVID, it's heartening to see students returning to campus to continue with their studies.

The disruptions over the past two years have been challenging. But I believe they've also inadvertently equipped you with resilience, adaptability and fortitude to face future challenges with greater confidence.

More excitingly, those of you who are graduating this year can look forward to the next chapter in your lives!

As the Head of the Department of Marketing, I take much pride in seeing you gain knowledge and skills that will prepare you for your future. Whether it's in finding employment, starting your own businesses, or continuing with postgraduate studies – you now have what it takes.

We started teaching Marketing at Monash University in 1971 and have graduated more than 20,000 students over the years.

Many of our alumni hold senior marketing and management positions, while some are successful entrepreneurs around the world. You can be proud that you'll soon join their ranks.

After graduating, please stay connected with your peers and our university via the Monash Alumni network. You're also always welcome to attend the events organised by the Department of Marketing and the Monash Business School.

With my best wishes,

**Professor Hean Tat Keh**

Head, Department of Marketing  
Monash Business School

## ACKNOWLEDGEMENTS

### **Publications Director**

Candice Hendoro

### **Publications Officer**

Elias Maniatis

### **Careers Book Team**

Jessika Du

Alyssa Lim

Samuel Ng

### **Professional editing**

Refresh Marketing

### **Design**

Iconography

### **Printing**

Southern Impact

### **Photography**

Riverside Creative

2023

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