

MONASH MARKETING STUDENTS' SOCIETY



2022

CAREERS BOOK

MESSAGE FROM THE EDITORS



Jenny Woang



Mika Hurrell



Nicola Heath



Cleo Daniels



Charles Perelini

The Monash Marketing Students' Society (MMSS) and the Monash Department of Marketing are incredibly proud to present the 2022 Careers Book.

To say that the last two years have been challenging would be an understatement.

The nature of recruitment, employment and industries as a whole have changed dramatically in response to the COVID-19 pandemic. We hope this Careers Book will equip you with the skills you need to navigate these challenges, introduce you to various roles and industries, and help place yourself in the best position for your career.

At MMSS, we want to create a community where like-minded students can enhance their professional development, gain valuable leadership experience and create unforgettable memories. Check out the MMSS section to discover how to get involved in our professional and social events and become a member of the MMSS family.

We hope to see you at our MMSS events this year and wish you the very best with your studies and future career endeavours. Who knows? You may even be the next talented Monash alumni featured in future Careers Books!

**Jenny Woang, Mika Hurrell, Nicola Heath,
Cleo Daniels & Charles Perelini**
2022 MMSS Careers Book Team

Cover photography:

Top: Riverside Creative
Middle: EP Group
Bottom: Dianna Snape

Disclaimer

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COVID-19: RISING ABOVE THE UNCERTAINTY



ANGUS MCLARDIE

Consultant
The Lab



The global pandemic has created many uncertainties in the job market. So, it's understandable if you've been worried about your career – or wondering if there's still opportunity in the marketing industry.

We're happy to say: yes. Yes there is.

Two of our 2020 Monash Marketing graduates stepped out into the workforce at the height of restrictions – and succeeded. Here are their stories.

How has COVID-19 changed your professional goals?

Before the pandemic, I was working towards a career in advertising/communications. But I didn't have a clear focus in mind.

I just started my internship at The Lab, and was loving the foray into the research and strategy world. Sadly, the pandemic cut my internship short.

With the pending recession, I knew jobs would be in short supply. So I decided to position myself as a 'Jack of all trades' to better my chances in the job market.

I looked at start-ups for opportunities and secured another internship with Cheer Me, a tech start-up. Through this, I got the chance to work across many different business functions and I learnt so much.

How did you increase your chances of success during a pandemic?

Lockdowns and WFH conditions meant that I had a

lot more time on my hands. And I put that time to work.

During the first two Melbourne lockdowns, I completed eight free short courses and attended various virtual conferences and industry talks. Topics ranged from behavioural science, product management, data analytics and UX design.

All these kept me up-to-date with what's going on in the marketing world. But more than that, it allowed me to show my drive and ability to pick up new skills.

Any advice for graduates on navigating the job market?

It's easy to learn new skills. But it's hard to change your attitude, values and outlook. So make sure you focus on these just as much.

Also, don't be afraid to reach out to people in the industry or companies that you're interested in. Most people are happy to share their stories and answer your questions. All you need to do is ask.



PHUNG QUANG

Strategy Consulting Analyst
Accenture



How has COVID-19 changed your professional goals?

The pandemic changed my career path completely!

I was establishing my own restaurant while finishing university. But because of COVID-19, my business suffered, and I started questioning if this was the right path, right now. I felt completely lost and unsure about my future.

Then in mid-2020, I was made redundant from an administration role due to lockdowns. With restrictions going on and on at that time, I was afraid I might be jobless forever.

I knew I needed to gain more experience if I wanted to secure professional work. So in my final semester at uni, I enrolled in the Marketing Internship unit and met Jane Carroll – who would ultimately change my life.

Jane suggested that I do a market research internship

at Kantar. I knew nothing about that area, so it was very daunting at first. But with nothing else sparking my interest, I went for it. And as soon as I was exposed to the world of consulting, I knew it was exactly what I wanted to do.

How did you increase your chances of success during a pandemic?

The Marketing Internship unit helped me realise that an internship is not just about improving my CV. It's about figuring out my preferred career destination and how to get there.

During the unit, I completed some assessments to identify my skill gaps. I also looked at consulting job descriptions and highlighted the prerequisites. Then, I used the time in lockdown to complete some online personal development courses, including management consulting and graphic design.

And I found a fun way to improve my communication

skills: I started a podcast. After all, learning doesn't have to be boring.

Any advice for graduates on navigating the job market?

Take the time to map out your career. Think about what industry and which company you aspire to work in. Find out what skills you need to improve to increase your chances. Then list out actionable steps to achieve your goals.

And very importantly, never send out generic job applications!

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LAUNCH YOUR CAREER



featured

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YOUR LINKEDIN PROFILE

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

Why your LinkedIn profile matters

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

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

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

1 Speak volumes – with the right photos

Profile photo

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

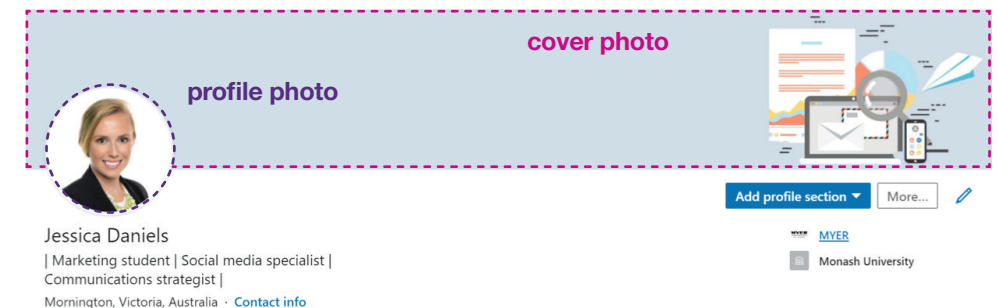
- Is a professional head and shoulder shot (not a selfie from your mate's 21st)
- Has a plain background (no busy backdrop)
- Is 400 x 400 pixels

Cover photo

Your cover photo should complement your personal brand.

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

The recommended size is 1584 x 396 pixels.



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

2 Hook them in with a strong headline



Jessica Daniels

| Marketing student | Social media specialist |
Communications strategist |
Morrington, Victoria, Australia · [Contact info](#)

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

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

3 Tell a story in your summary

About

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

Skills & Endorsements Add a new skill

Customer service

Cash handling

Time management

Interpersonal Skills

Training Leadership

Communication

Other Skills

Organisation

[Show less](#)

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

Experience +

Sales Assistant
MYER
Mar 2013 – Present · 6 yrs 8 mos

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

Education +

Monash University
Bachelor of Business (Marketing), Marketing
2016 – 2020

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

What next?

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

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

From here, it's onwards and upwards:

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



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

RESUMES

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



Research, research, research

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

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

Keep it relevant

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

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

Draw out your strengths

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

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



PRESENTATION SKILLS

Have you presented to groups and prepared engaging slides?



DIGITAL LITERACY

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



RESEARCH

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



LEADERSHIP AND TEAMWORK

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



PROBLEM SOLVING AND INNOVATION

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



PEOPLE SKILLS

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

Show that you're human

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

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

Shine a light on your community work

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

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

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

Choose the right referees

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

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

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

Remember the finishing touches

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

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

YOUR RESUME CHECKLIST

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

Need more help? Scan the QR code to attend a resume writing workshop at Monash today!



COVER LETTERS

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

A winning cover letter:

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

COLD CONTACT LETTERS

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

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

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



JOB INTERVIEWS

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



BEFORE

Preparing for *online* job interviews

Much of the recruitment process, including job interviews, has shifted to the virtual world due to the global pandemic. To give yourself the best chance of success, here are some tips to help you ace your online interview:

- **Choose the right place for the interview.** The space should be professional-looking, quiet, free from distractions and with optimal lighting.
- **Dress for success.** Although it's online, you should still dress as you would for an in-person interview. This shows the interviewer that you are serious about the opportunity.
- **Test your technology.** Ensure that your laptop has enough charge, or that it is plugged into the power source. Also, 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.

Key preparation tips for *all* job interviews

Whether you're doing an in-person or online 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. Try to use techniques such as the STAR method (Situation, Task, Action, Result).
- Prepare questions to ask the interviewer, as this will further show your interest in the role.
- Practise your elevator pitch, so you can succinctly tell the interviewer your work experiences, current projects and career aspirations.

DURING

Some key tips to remember during the interview:

- 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!

CAREER CONNECT



featured

23 How Career Connect can help you

HOW CAREER CONNECT CAN HELP YOU

Your partner for success

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

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

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



How-To workshops

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

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

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

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



LEARNING OPPORTUNITIES



featured

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MARKETING INTERNSHIP UNIT MKX3631

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

Hi, I am Jane Carroll. In the marketing internship unit you will take a deep dive into identifying your unique skills and capabilities. As a result of completing the unit you will be more employable as it develops self awareness, professional networks and specific business credentials for your chosen direction in an evolving business world.

Through the unit you will discover what it takes to stand out from the crowd. It will take your career in the best direction for you. Above all, you will leave this unit more prepared to start your journey than when you entered.



Your internship journey

1 DISCOVER you

First, you'll explore the social, technical and psychological aspects of yourself. A richer understanding of your personality and abilities builds the foundation for better career planning. It will also help you focus on an area of the job market you might be interested in.

2 FIND your organisation

You have many career options to choose from with a marketing degree under your belt. Which one is right for you? Researching the organisations and industries that suit you best is the key to finding the right internship. In the current business market, it's also useful to map out a Plan B.

3 SHOW your value

After entering the workforce as an intern, it's time to gain experience and prove your value. By completing projects and working with clients and leaders, you can demonstrate your strengths – and present yourself as a true professional.

4 ENJOY the rewards

You put in the effort, now it's time to reap the rewards! During your internship, you'll build new skills, a professional network and a clearer idea of what your career could look like.

5 KICKSTART your career

After your internship, update your resume with the new skills you've acquired. And who knows, the organisation you interned with might even ask you to come back – as a full-time graduate!

Interested?

Here's what you need to know.

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

To be eligible, you must:

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

I also highly recommend that you:

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

If you tick all the boxes...

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

If you have any questions about your application, please contact me via jane.carroll@monash.edu.

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

Jane Carroll

Practice Lecturer and Unit Coordinator
Department of Marketing

INDUSTRY OVERVIEW

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

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

featured

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34 Mondelez International

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.

KraftHeinz

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.



ALUMNI SPOTLIGHT

Georgia Knight

Determined | Curious | Resilient

Bachelor of Marketing & Bachelor of Business
– Marketing & Management

I graduated from Monash in 2020 with a Bachelor's in Marketing and Business. Eager to get straight to it, I jumped into an immersive Graduate year at Kraft Heinz – working first in Foodservice before moving to Consumer and Shopping Insights.

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.

The experience was definitely memorable, especially knowing that my presentation had real business impact.

I was also part of the LiveWell business resource group – which allowed me to organise company-wide initiatives to improve and maintain a positive work culture.

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

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

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

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

What we value

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

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

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

Our graduate program

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

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

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

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

How to apply

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



To explore live opportunities, scan the QR code.



ALUMNI SPOTLIGHT

Reynaldo Yamin

Approachable | Resilient | Measured
Bachelor of Business – Marketing

I graduated from Monash in 2016 and have since been steadily progressing in my career. I'm now a National Account Executive at Mondelēz International, where I support and manage a portfolio of global and local power brands.

My career highlights

The last couple of years have been a test for many. But it's also one of the most memorable moments in my career, as some positives came out of the difficult time. For instance, we've normalised flexible working arrangements and found new ways to engage with customers and colleagues.

I'm grateful to be a part of a business that continues to evolve and grow. And to be able to work on brands that create comfort for many, in and out of lockdown.

My graduate experience

During my final semester at Monash, I met a consultant from The Lab at an MMSS Corporate Cocktails event. Through that, I landed an internship with The Lab Insight and Strategy, which then led to a permanent full-time position.

For three years, I worked across various industries including FMCG, retail, banking and finance, sports and entertainment. The opportunity helped me understand the different business challenges that companies faced.

It also introduced me to Mondelēz International, where I've been working since 2019.

A word of advice

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

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

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



Who we are

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

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

What we value

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

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

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

Our graduate program

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

By joining us, you'll enjoy abundant benefits.

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

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

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

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

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

How to apply

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



ALUMNI SPOTLIGHT

Peter Williams

Passionate | Collaborative | Agile
Bachelor of Commerce and Science

I graduated from Monash mid-2018. Now 2 years into my time at L'Oréal, I'm an Assistant Product Brand Manager for a portfolio of fragrance brands in the company's Luxe division.

My career highlights

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

One highlight has been creating multiple product launch 360 strategies.

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

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

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

My graduate experience

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

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

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

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

A word of advice

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

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

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

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

INDUSTRY OVERVIEW

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.

CLEMINGER GROUP

CLEMINGER BBDO

Graduate programs at the Clemenger Group

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

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

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

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

Clemenger BBDO graduate program

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

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

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

How to apply

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



ALUMNI SPOTLIGHT

Meera Srikanth

Creative | Curious | Persistent

Bachelor of Business – Communication Design & Marketing

I love both creative and strategic processes, but it took me a while to figure out what kind of career would suit. After a lot of experimenting and persistence, I'm now a Junior Interactive Producer at Clemenger BBDO – and loving every moment.

My career highlights

During my time as a producer at Clemenger BBDO, I've worked with the best team to produce some of Myer's largest digital campaigns. I get to be actively involved in the entire process – from initial briefings to the result presentations.

As someone who's just started my journey in advertising, working here has been extremely insightful and valuable so far.

My graduate experience

To try to figure out what I wanted to do career-wise, I completed several remote marketing internships during my final year of uni. I also worked as a freelance graphic designer.

All that boosted my confidence and helped me identify the industry I was most interested in. So after finishing my degrees, I spent a few months applying for various jobs, before landing a role with Clemenger BBDO.

A word of advice

Don't be afraid to reach out to others for advice – especially if you're not sure what you want to do with your future.

Talking to people from different industries can expose you to roles that you'd otherwise not even hear of. So chat to someone at a networking event, or speak to a family friend. You never know where these conversations will lead you.



Who we are

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

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

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

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

What we value

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

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

Our internship program

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

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

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

How to apply

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



ALUMNI SPOTLIGHT

Maddison Lukes

Optimistic | Curious | Organised

Bachelor of Business – Marketing and Business Statistics

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

My career highlights

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

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

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

My graduate experience

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

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

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

A word of advice

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

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

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

PORTER NOVELLI



QUANTUM
MARKET RESEARCH

Hall & Partners

Who we are

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

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

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

What we value

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

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

Our graduate program

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

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

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

How to apply

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



ALUMNI SPOTLIGHT

Madeleine Page

Curious | Driven | Organised

Bachelor of Journalism

Bachelor of Business – Marketing

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

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

My career highlights

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

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

My graduate experience

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

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

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

A word of advice

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

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

INDUSTRY OVERVIEW

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.

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.

RESEARCH & STRATEGY

INDUSTRY OVERVIEW

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 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 presenting the findings of an Australian Native produce study to more than 200 people. On top of that, I have travelled overseas to develop an export strategy for fresh Australian produce. And I'm lucky enough to be working with some of Australia's most iconic brands.

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.



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. You can also complete a Google form to register your interest. Simply scan the QR code below.



Keen to know more?
Contact acrs@monash.edu.



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.

Five 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!



Who we are

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

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

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

What we value

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

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

Our graduate programs

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

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

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

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

Our portfolios include:

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

How to apply

Applications for our 2023 graduate program open in March 2022. To apply, visit our website by scanning the QR code.



ALUMNI SPOTLIGHT

Matt Barton

Inquisitive | Communicative | Pragmatic
Bachelor of Commerce – Marketing and Accounting

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

My career highlights

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

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

My graduate experience

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

I switched to a marketing major to complement the on-the-job learning. It was a brilliant mix. This learning, as well as the networks I forged through Monash and Red Bull over the following three years, were invaluable.

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

A word of advice

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

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

INDUSTRY OVERVIEW

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

featured

56 Industry overview

58 PACCAR Australia

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.

PACCAR Australia

Who we are

PACCAR Australia is proud to have over 50 years' experience in manufacturing and selling trucks to customers across Australia. We also provide related services and parts. Since our inception in 1966, we've shown steadfast commitment to Australian manufacturing, our employees and innovation.

Comprising Kenworth, DAF, PACCAR Parts, PACCAR Financial and PacLease, our products are available through an extensive dealership network across Australia, New Zealand and Papua New Guinea.

What we value

The seven values underpinning our purpose and vision are:

- **Safety:** Safety always comes first
- **Quality:** Delivering to the highest standard
- **Integrity:** We do what we say we are going to do
- **Customer Service:** Striving to delight customers
- **Innovation:** Encouraging new ideas
- **Social Responsibility:** Leaving the world in a better place
- **People:** Treat others how you want to be treated

Our graduate programs

We offer industry-based learning (IBL) opportunities that run for 6 or 12 months. These are generally specific to just one department. Our graduate program, on the other hand, allows four rotations of approximately 12 months each – giving you a good breadth and depth of understanding across the business.

Whether you embark on an IBL or graduate position, you will be given a chance to contribute to business outcomes. These are not *just* student roles.

How to apply

Scan the QR code below to find out more about our graduate program.



ALUMNI SPOTLIGHT

Kate Sykes

Decisive | Kind | Empathetic

Bachelor of Business – Management & Marketing

After graduating from Monash, I worked in a few roles that taught me so much about marketing. Now, I'm an Employee Engagement and Project Manager at PACCAR Australia, and my learning has only continued.

My career highlights

It's always the big events and crises that stand out.

There are some very big tradeshow and product launches in the trucking industry, and I'm very happy to have been a part of them. It took a lot of work and coordination with different departments and stakeholders. But when everything goes well, it feels like such an achievement.

In terms of crises, dealing with the COVID-19 pandemic was definitely one of the most challenging. It was my responsibility to make sure people felt safe and supported, even if that meant bypassing regular approval chains for external communications.

My graduate experience

After a chance conversation with a course mate at uni, I landed my first role at a medium-sized business. That soon led to a Coordinator position in a global

company, where I was the only marketing resource for the South Pacific.

I had to be self-sufficient and tenacious, but I got to be involved in a range of marketing communication activities. Looking back, my first two years out of uni was really about learning as much as possible.

A word of advice

Draw on your personal networks. Friends' parents and parents' friends – they are all valuable resources. Ask them about their careers, companies and roles.

Also, find a role in a company that you like, with a team whose values resonate with you. The tasks you do won't be as important as the people you work with.

MANUFACTURING & SUPPLY

INDUSTRY OVERVIEW

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

60 Industry overview

62 Sanikleen Group Australia

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

Sanikleen Group Australia (SGA) has been supplying the Australian food production industry with quality cleaning services and equipment for over 20 years.

As pioneers in the industry, we continue to show passion, precision and dedication in satisfying our customers' needs. Thanks to our strong reputation, we've built long-term relationships with many of Australia's largest brands.

SGA remains at the forefront of advanced biotechnology. And we're dedicated to growing and pursuing the latest innovations to benefit the industry.

What we value

At SGA, we value integrity, commitment and quality.

Beyond providing an outstanding service to our customers, we also focus on protecting the Australian food supply chain and local businesses with pride and passion. It's important that we operate with integrity. And we strive to resolve ethical challenges in an outdated industry.

We empower our employees to create, innovate and improve our business and core services. Encouraging intrapreneurship has been fundamental to our expeditious growth.

Our graduate programs

Our internship and graduate programs offer real-world business experience. Together with a group of young, driven business professionals, you will be exposed to various business departments, including operations, marketing and business development.

You'll be given opportunities to work on exciting projects, and pick up practical skills. Through it all, you will gain a better understanding of business in the industrial services sector.

How to apply

To find out more about our internships or graduate programs, please email enquiry@sga.com.au.



ALUMNI SPOTLIGHT

Jarrod Collinson

Driven | Inquisitive | Genuine

Bachelor of Business – Marketing & Business Management

As a graduate, I was keen to gain broad exposure and contribute immediately. Now as Marketing and Business Development Manager at SGA, I not only get to contribute, but also drive growth for the company.

My career highlights

At the end of uni, I wasn't sure exactly what industry or company I wanted to work for. But I knew I wanted a role where I could learn and become multi-skilled. So I kept an eye out for opportunities where I could be mentored by great leaders, who could foster my growth. And I found SGA.

So far, I've been lucky enough to travel interstate to pitch to c-suite executives and manage a small team. In addition, I have complete freedom to develop and execute marketing strategies for SGA.

My graduate experience

My final semester was daunting. I had nothing lined-up – no internship, no work position. But the hunger to succeed ultimately overcame my fear of rejection. And I ended up with a few options to pick from upon finishing uni.

After settling into full-time work, I appreciate the breadth of projects and challenges I encounter at SGA. Every day is different, with a unique opportunity to learn something new. I've been involved in projects such as publishing a book, developing and launching new products, and building four e-commerce brands.

I believe that in your early career, it's not about what you earn – but what you learn.

A word of advice

Slow down and enjoy uni, as it caps off our entire lives of schooling.

Use your time at uni to learn how to create opportunities with your voice. Practice socialising and networking, and complete as many internships as you can.

Also, learn to let yourself grow outside your comfort zone. You'll be surprised how many doors will open as you take the time to prepare yourself.

INDUSTRY OVERVIEW

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

WHO COULD YOU BECOME?

PHILANTHROPY OFFICER

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

CONTENT WRITER

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

FUNDRAISING COORDINATOR

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

COMMUNICATIONS COORDINATOR

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

DIRECT MARKETING EXECUTIVE

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

MEDIA MANAGER

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

INDUSTRY OVERVIEW

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

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

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

featured

66 Industry overview

68 Deloitte

70 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

Deloitte is a global professional services firm operating across 150 countries. We specialise in consulting, audit, financial, and tax and legal services.

We are motivated by a purpose that goes beyond profits: to make an impact that matters.

Together, our team is driven by the desire to create positive outcomes for our clients, communities and people. And we do everything with an intent – to make a meaningful 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.

Our internship program

We also offer a Vacation Internship Program, which runs full time for 3-8 weeks. There, you'll get to work with industry experts on high-impact, purpose-led projects.

This is usually undertaken during the final year of your degree.

How to apply

To learn more about the application process for both our graduate and internship programs, scan the QR code below.



ALUMNI SPOTLIGHT

Abbigale Greene

Motivated | Optimistic | Curious

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, Communications and Business Development Graduate with Deloitte's internal client services division.

My career highlights

One of my key highlights was when we launched a workplace communications app for one of Australia's largest retail companies. I was heavily involved in the process – from building the app's visual identity and comms right up to presenting the launch to senior Deloitte stakeholders. This project showed me that I was more capable of creative ideation than I had realised.

One of the best things about working at Deloitte is that no day is the same. It's helped me become an agile person as I get the opportunity to work across various projects from different industries.

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 media industry. It was a fun and interesting experience.

But two years later, I decided that I wanted to go down the marketing route. And that brought me to Deloitte. Now, I support the creation and delivery of Deloitte's marketing, communication and business development activations.

A word of advice

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

Explore what interests you. At the end of the day, there really is no such thing as a linear career path. And remember: no experience in your journey will be wasted.



Who we are

We are a global professional services company with 624,000 employees worldwide. We focus on delivering value through our IT infrastructure and consulting services.

And our purpose is simple: to embrace the power of change to create 360° value for our clients, people and communities.

What we value

At Accenture, we want you to be 100% yourself.

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

- **Client value creation:** Enabling clients to become high-performance businesses and creating long-term relationships.
- **One global network:** Leveraging on global insight and collaborative partnerships.
- **Respect for the individual:** Fostering trust and inclusion by valuing diversity and unique contributions.
- **Best people:** Attracting, developing and retaining the best talent.
- **Integrity:** Being ethically unyielding and honest and inspiring trust.

- **Stewardship:** Building a better, stronger and more durable company for future generations.

Our graduate program

In our two-year graduate program, you can choose to pursue one of five service areas: strategy, consulting, technology, interactive and operations.

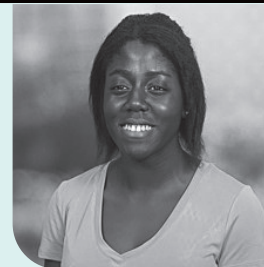
Starting as an analyst, you'll get to experience:

- Diverse and innovative work
- Career guidance and growth
- Training and development
- Inclusive and social culture
- Opportunities to make a difference
- Rewards and benefits, such as cashback and gym discounts

We also have a 6-month internship program that's suitable for students in their penultimate year of study.

How to apply

You can apply for our graduate program in late February/early March 2022. To find out more, please scan the QR code.



ALUMNI SPOTLIGHT

Bibi Bello

Joyful | Driven | Caring

Bachelor of Business – Marketing

I graduated from Monash in 2020, right smack in the middle of the pandemic. So I spent many months preparing for job applications – before landing a role at Accenture as Digital Marketing Analyst.

My career highlights

I'm currently on my first project as lead Business Analyst and Scrum Master, managing Samsung's EA app rollouts globally. It's been a crazy journey but also a wonderful opportunity.

Collaborating with a global team is another highlight for me. So far, I've worked closely with the Samsung HQ in Korea, Samsung USA as well as Samsung Malaysia.

It's also interesting that, as a Marketing graduate, I was thrust into a tech project. I had to figure out how to use JIRA, Confluence and the basics of Agile methodology.

My graduate experience

I finished uni in 2020. So during the lockdowns, I cooked, went for walks – and applied for jobs every single day.

Ten months after graduation, I received the offer from Accenture. At the time, I was an

essential worker at the ATO. So I decided to take a month off before my full-time work began. I took the chance to relax and go on holidays with family and friends.

A word of advice

The wise Olivia Coleman once said, 'Take your work seriously and not yourself.'

If there's anything 2020 has taught me, it's that not everything will go your way. So take the time to figure out what you want to do. Research the industry, not just the role. Start early and prepare well for job applications.

But also, spend time with friends and take the time to have a hobby. You can work hard and still have fun with successful results.

BANKING, FINANCE & INSURANCE

INDUSTRY OVERVIEW

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

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

featured

72 Industry overview

74 Westpac Group

76 ANZ

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 Assistant Relationship Manager of Commercial Banking.

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 Personal Development Lead in one of Westpac's Employee Action Groups. It gives me the opportunity to be involved in various events to educate and develop our youth.

My graduate experience

During the Graduate 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 current role; helping customers in the healthcare sector with their lending and transactional needs.

And in this highly collaborative workspace, I always feel supported with my short-term and long-term goals.

A word of advice

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

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

We are reinventing the way we do banking. Together with our community of collaborative and innovative thinkers, we are committed to creating human-centered solutions.

That means responding faster to changing customer requirements and focusing on the things that matter. In doing so, we help people achieve incredible things.

What we value

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

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

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

Our graduate programs

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

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

All streams feature learning from diverse leaders, situations and environments. They include support and guidance from mentors, networks and peers. They also offer meaningful rotations and projects, career coaching and social and development events.

Our internship programs

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

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

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

How to apply

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

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

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

Or, to learn more, email our graduate team at anzgraduaterecruitment@anz.com.



ALUMNI SPOTLIGHT

Lia Zhang

Approachable | Optimistic | Determined

Bachelor of Business – Accounting
Bachelor of Business – Banking, Finance and Economics

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

My career highlights

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

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

My graduate experience

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

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

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

A word of advice

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

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

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

TRAVEL & TOURISM

INDUSTRY OVERVIEW

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

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.

TRANSPORT & LOGISTICS

INDUSTRY OVERVIEW

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

80 Industry overview

82 ANL

WHO COULD YOU BECOME?

PRODUCT MANAGER

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

DEMAND PLANNING ANALYST

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

PROCUREMENT MANAGER

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

SOCIAL MEDIA AND CONTENT COORDINATOR

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



Who we are

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

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

What we value

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

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

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

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

Our graduate program

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

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

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

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

How to apply

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



ALUMNI SPOTLIGHT

Kristen Richardson

Passionate | Collaborative | Creative

Bachelor of Psychology – Marketing and Management

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

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

My career highlights

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

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

My graduate experience

I like working with companies that challenge the status quo – through growth, cultural change, or preparation for industry wide challenges.

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

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

A word of advice

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

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

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FROM THE PRESIDENTS



Nicola Heath

Cleo Daniels

The MMSS has been dedicated to delivering outstanding opportunities and experiences to our members for over 50 years – and this year is no different. We're here to show you an inkling of the possibilities that await you.

We want to encourage you to dream big. That's why our incredible Careers Book team has put together a diverse collection of alumni stories. To show you the vast potential that a Monash Marketing degree offers – and how it can propel you across various roles and industries.

After all, it's a big world out there. We hope that our alumni stories will help you find values that resonate with you and shine a light on careers that you can see yourself one day thriving in.

We have seen the COVID-19 pandemic accelerate change in the marketing space. This is an industry that, even in normal circumstances, is constantly evolving to keep up with consumer trends and technological advancements.

The MMSS is here to support you. To help give you a clearer picture of what to expect in the job market, we have updated many of our alumni stories and featured new companies that reflect these unprecedented times.

On top of it all, the MMSS is here to help you maximise your student experience. We are especially excited to see you at our professional and social events as the world emerges from lockdowns.

For professional development and to deepen your insights into the marketing industry, join our networking opportunities. To make new friends and build connections, don't miss our fabulous social events. Do follow us on our social media to stay updated on what's coming up!

The MMSS cannot wait to see you soon!

Cleo Daniels and Nicola Heath
2022 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 Annual MMSS Ball, Careers with Peers and Corporate Cocktails
- Boost your leadership, communication, management 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

MMSS Clayton: mmss@monashclubs.org

MMSS website



Get social with MMSS



CORPORATE COCKTAILS

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

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

"I was able to raise my profile when mingling with representatives from top organisations. Also, listening to the team from Nature Research piqued my interest in market research. I decided to contact them after the event, and subsequently got a casual position!"

Elizabeth Heitmeyer

be inspired

"I walked into the event as an HR management major and walked out as a marketing major! I was so inspired by the unique career journeys and life experiences of those professionals."

Cleo Daniels

learn

"By attending Corporate Cocktails, I was able to learn about opportunities, such as graduate programs and internships. I never thought I would have participated in the L'Oréal Brandstorm Competition!"

Eliza Oliphant

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 some of the world's leading brands.

identify

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

engage

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

network

Network with innovative, driven industry professionals.

master

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



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.

INDUSTRY INSIGHTS: BEHIND MARKET RESEARCH



50th

“

discover

“I discovered more about market research, an area I had a false stereotype of and would have never otherwise explored!”

Nicola Heath

resilience

“Through hearing first-hand experiences, I learned how professionals overcame various workplace challenges.”

Charles Perelini

employability

“I was able to learn what skills and attributes are important for employability in different marketing industries.”

Jenny Woang

careers

“My eyes were opened to the different professional roles and industries my degree could lead me to.”

Mika Hurrell

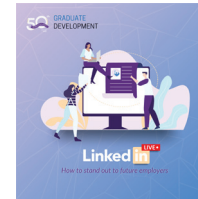
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MMSS ONLINE EVENTS

Laptops, webcams, action!

Since 2020, we've introduced a whole new type of event in the MMSS calendar – our online Professional and Social event series. Born out of COVID-19 necessity, these events will continue to run in 2022 and beyond as a complement to our in-person gatherings.

Virtual, free and all from the comfort of your own home.



MASTER

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



CHAT

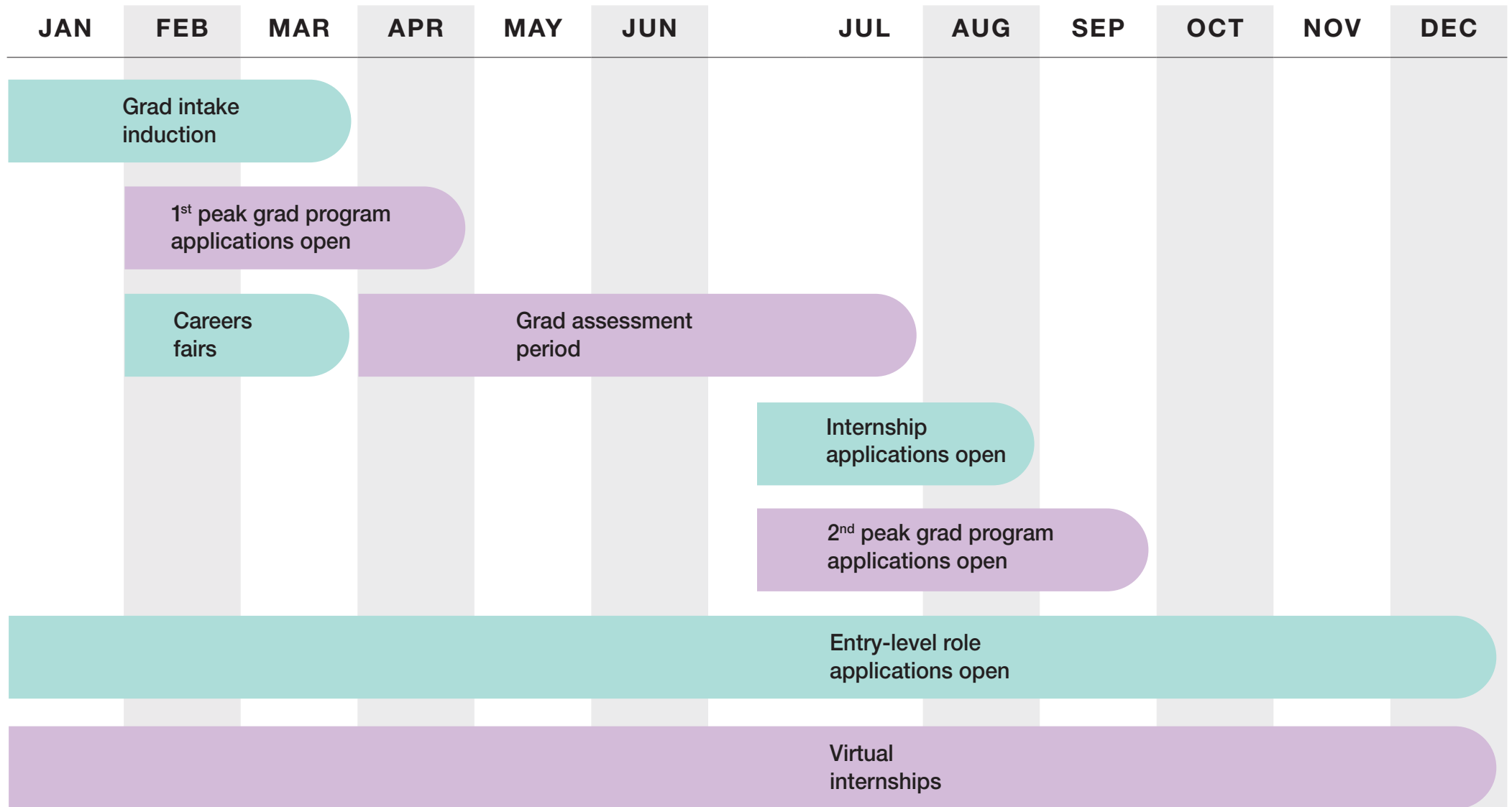
Wondering where your marketing degree can take you? Join a Q&A with Kraft Heinz panellists to gain insights from real industry professionals.



CONNECT

Looking to meet people and have fun – without leaving home? We host a range of game and trivia nights to keep you entertained and connected.

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

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



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

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

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

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

The Marketing Department has been fortunate enough to retain all its domestic students – and has lost only a small number of international students. Thanks for ‘staying the course’.

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

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

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

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

Wishing you all the best.

Professor Peter Danaher

Head of the Department of Marketing Monash Business School

ACKNOWLEDGEMENTS

Publications Director

Jenny Woang

Publications Officer

Mika Hurrell

Careers Book Team

Cleo Daniels
Charles Perelini
Nicola Heath

Professional editing

Refresh Marketing

Design

Iconography

Printing

Southern Impact

