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## **MESSAGE FROM THE EDITORS**



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Speaking for the entire Monash Marketing Students' Society (MMSS) and the Monash Department of Marketing, we are pleased to present the 2024 Careers Book.

In today's ever-evolving professional landscape, seizing every opportunity is crucial. But it can also feel quite daunting. That's why we - and the Careers Book are here to support you.

So, what's in this book? Plenty!

We outline sought-after graduate programs, internships and entry-level roles, and give you the exact steps you need to get the gig. Plus, we offer insights that equip you with the skills, knowledge and resources you need to commence your career on the front foot.

At MMSS, our primary focus is to nurture our lively community. Because it's this very network that provides students with the opportunities to improve their professional skills and acquire valuable leadership experience.

So, dive in to discover the myriad of avenues available to you. While you're at it, be sure to join our close-knit MMSS family and come along to our upcoming social and professional events. Because who knows... you may just earn yourself a coveted spot as a distinguished alumnus in a future MMSS Careers Book.

Lastly, remember: the possibilities of tomorrow are yours to grasp. And we're here with you every step of the way.

So, here's to building careers... one dream at a time.

Nethri Cooray, Isabella Popoviciu, Yajurv Seth, Lara Van Ravenswaaij and Grace Jackson

2024 MMSS Careers Book Team

#### Disclaimer

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

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

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

#### Acknowledgement of Country

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

Cover photography:

Efe-Kurnaz, Unsplash (modified)

# **RESILIENCE:**

### TURNING Setbacks into Stepping stones

Marketers operate in an industry that's fast paced and constantly changing. Which is why, for them, resilience is crucial.

It's a trait that will help propel you through turbulent tides and allow you to adapt to ever-evolving



#### SIMON WOODCOCK

Head of Strategy, Planning & Operations Meta

#### Why is resilience such an important trait for marketers?

Resilience isn't just about bouncing back from setbacks. It's about elevating your entire skillset.

With a resilient mindset, you'll be more productive since you'll be able to handle stress while remaining focused on your goal. You'll be more innovative since you'll have the courage to take risks and persist through failure. And you'll be more adaptable when you need to work with new technologies and processes.

#### How has resilience benefited your career in strategy and operations?

With resilience, I've been able to persevere and grow through hardship.

Especially during one of the toughest challenges in my career: my transition from management consulting to

a digital transformation role within a major US bank. The learning curve was steep, the new team had a different leadership style, and the expectations were high.

I remember feeling a deep sense of imposter syndrome (something I've dealt with at multiple junctures of my career). Was I smart enough? Was I working hard enough? Was I enough?

But I was determined to stick it out. I wanted to prove to the company – and myself – that I could not only do the job but be a high performer within my role. So, instead of running away, I ran towards this new opportunity head-on. And the hard work paid off.

Overcoming these challenges and finding my feet in this role taught me that if I could make it through such a daunting situation, I could handle any future obstacle that came my way.

#### . .. . . . . . .

Meta

#### Any advice for students in building their resilience?

Don't be afraid to be the 'dumbest' person in the room. Embrace a learning mindset. You don't need all the answers straight away, so take that pressure off yourself.

Instead, be the sponge. When you approach life with the goal of *learning* – instead of being *perfect* – you'll find it far easier to persevere through challenging periods.

And look for challenges! Early in your career is the best time to seek them out. You have less to lose, you're part of a larger system – and you'll start building your resilience right from the get-go. trends, processes and technologies with composure.

With a resilient mindset, you can transform challenges into opportunities – sometimes even beyond your imagination! Just like two of our successful Monash alumni, Simon Woodcock and Natalie Drucker.

So join us as we reflect on their tales of triumph and celebrate their tenacity in the face of adversity.



#### NATALIE DRUCKER

Global Head of Digital Strategy, Analytics & Insights - GTM Operations **Thoughtworks** 

How can resilience contribute to long-term career satisfaction?

In business, the only constant is change.

Thoughtworks is completely different culturally in 2023 from when I joined in 2011. It was sold to a PE firm, and then went public. It expanded from under 1,000 employees to over 12,000. We've gone through good times, recessions and significant technological shifts in the market. Just to name a few changes!

And what kept us going – and thriving – through all of this? Our resilient mindsets, innovative problem-solving and an unwavering commitment to evolve in a rapidly changing landscape.

#### How has resilience benefited your career in marketing?

As an international student, I had to harness and draw on

my resilience even to get my career off the ground. Because despite being in the top 3% of my course, I wasn't eligible for most leading graduate programs without a Permanent Residence permit.

So I contacted a graduate recruitment agency looking for a career in fashion. Instead, I was approached by Thoughtworks, a B2B tech company. Being so far from my dream job, my initial reaction was to reject the opportunity. But drawing confidence from my father's prosperous career in B2B tech, I decided to give Thoughtworks a chance. Lo and behold, I got the job.

At the time, Thoughtworks was a scaleup with less than 1000 global employees – and infinite opportunities. I was promoted to Head of Marketing in Australia in one year and four months, I relocated to the UK, and now,

#### /thoughtworks

12 years later, I'm the Global Head of Digital Strategy, Analytics & Insights – GTM Operations.

Safe to say, it's very different to what I thought my career would be – but I wouldn't have it any other way.

#### Any advice for students in building their resilience?

Be open-minded. You might have the perfect picture of the company, role and career path you want, just like I did. But remember, bumps in that ideal plan may be signs to open your eyes to greater opportunities.

The world around us continues to change. New careers are always emerging (mine certainly didn't exist when I graduated from uni!). So use your resilience to welcome uncertainty and change – you never know what could come your way as a result.

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## LAUNCH YOUR CAREER

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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.

#### 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, attend our professional events.

#### **2** Hook them in with a strong headline



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

- Highlight your key point/s of difference
- Keep it short and sharp
- Stay humble (avoid words like 'topperforming' 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 of the key messages in your summary

#### Expand on your expertise and qualifications

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	~ ~		~		-

Skills & Endorsements Customer service	Add a new skill	0
Cash handling		
Time management		
Interpersonal Skills		
Training Leadership		
Communication		
Other Skills 💿		
Organisation		

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

#### Your experience



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

#### Your education

Educat	ion
創	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 righthand 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 selfpromotion 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?



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?









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 firstperson 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 vou 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 vour volunteering experience is important.

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

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

#### **COVER LETTERS**

#### **Choose the right referees**

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

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

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

#### **Remember the finishing touches**

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

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

#### YOUR RESUME CHECKLIST

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

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



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

#### A winning cover letter:

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

#### COLD CONTACT LETTERS

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

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

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



#### **JOB INTERVIEWS**

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

#### Have an online job interview?

Here are some quick tips to help you prepare:

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

#### BEFORE

Before your interview, be sure to:

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

#### DURING

Key tips to remember during the interview:

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

#### **AFTER**

Send a thank-you email to your interviewer within 24 hours to reinforce your enthusiasm for the role and your relevant skillset. It could help you stand out from the crowd – and potentially boost your chances of moving forward in the recruitment process.

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

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

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



#### THE HIDDEN JOB MARKET

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



#### Search alternative online channels

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

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



#### Proactively call organisations and recruiters

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

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

- Introduce yourself your name and qualifications are a good place to start.
- Communicate the purpose of your call and position yourself as a keen budding professional.
- Ask for the person in charge of recruitment 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**

#### **GRADUATE PROGRAMS & INTERNSHIPS**

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.

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.

#### 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)



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

#### DON'T

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

\* Business Insider (2017)

#### 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.

#### 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.

#### **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.



#### **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.

#### ASK FOR FEEDBACK



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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.

#### 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**



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#### HOW CAREER CONNECT CAN HELP YOU

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

#### Your partner for success

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

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

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



#### How-To workshops

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

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

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

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



## **LEARNING OPPORTUNITIES**



**featured 26** Marketing Internship unit MKX3631 Ready to kickstart a career in marketing?

#### Hi, I'm Jane Carroll.

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

As a result, you'll be more employable due to your increased self-awareness and broader professional network. It will also help you discover the credentials you'll need for your career – and thrive in our ever-evolving business world.

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

#### Jane Carroll

Practice Lecturer and Unit Coordinator, MKX3631 – Marketing Internship



#### Your marketing internship journey



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.

# Ogilvy

#### Who we are

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

Founded by David Ogilvy in 1948, we've been creating iconic, culture-changing, value-driving ideas for our clients ever since.

#### What we value

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

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

We all live by these three mantras: Do the right thing. Do your best work. And do it *together*.

#### Our graduate program

Keen to kick-start your career with Ogilvy? We're always looking for the next bright spark or wild thinker to join our team.

Our graduate positions will give you the opportunity to harness the tools and knowledge you need to change minds, lives – and sometimes, even the world!

So if you have a curious mind, a passion for problem solving and can't get enough of the advertising and comms arena, submit an application. And we'll be in touch!

#### How to apply

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





#### ALUMNI SPOTLIGHT

#### **Emira Grbac**

Curious | Creative | Courageous Bachelor of Business – Marketing Bachelor of Media Communication – Public Relations

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

#### My career highlights

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

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

#### My graduate experience

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

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

#### A word of advice

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

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

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

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

## Studio —— Perspective

#### Who we are

Studio Perspective is an award-winning branding and marketing agency based in Prahran. Formed in 2021, we bring a fresh perspective to the agency ecosystem.

How? Through *collaboration*. Our team brings a wealth of knowledge and ideas to the table – and we harness them all to create outstanding results for our clients.

We work with brands across property, technology and lifestyle sectors. The only constant? Our marketing solutions stand out – every time.

#### What we value

At Studio Perspective, a simple adage guides our vision: quality over quantity.

How do we achieve it? By nurturing creativity and relationships – the foundations of success for our brands and for us.

That means we continually invest in our team. Our mission is to create a culture that supports inclusivity, growth, innovation and balance – across borders. With our team members located in both Melbourne and London, our perspectives stay worldly *and* connected. We're just as devoted to our clients, too. And count ourselves lucky to enjoy many strong, sustainable and long-lasting relationships with some of Australia's best brands.

#### **Our career opportunities**

At Studio Perspective, we know that your first leap into the industry can be daunting.

That's why we offer tailored internship opportunities that give you the time, space and support to thrive. We align the individual to the role so you can grow during your time with us. Plus, we provide a weekly mentoring session with our Founder and Managing Director, Kat Smith.

And if you're looking for a graduate pathway, we have programs in both marketing and design disciplines available.

If you're interested, email us your resume – and a creative cover letter.

#### How to apply

For internship and graduate opportunities at Studio Perspective, please send an email with a creative cover letter and your CV to **hello@studioperspective.com.au**.



#### ALUMNI SPOTLIGHT

Kat Smith

**Creative | Courageous | Strategic** Bachelor of Business – Management Bachelor of Business – Marketing

I'm fortunate to have had so many positive experiences (and mentors!) throughout my career. From leading a system overhaul in my first role to being head-hunted for my dream in-house marketing position, there have been some incredible opportunities. And it's all because I hit the ground running.

#### My career highlights

While my whole career has been wonderful, founding Studio Perspective in September 2021 is by far my biggest highlight to date.

The business has grown rapidly across Australia and New Zealand, attracting the best talent and a suite of incredible clients. This year, the agency was recognised for branding and design at the Melbourne Design Awards and Sydney Design Awards. Plus, we received a prestigious national honour at The Urban Developer Awards for Marketing Innovation.

To say I'm proud is an understatement.

#### My graduate experience

As soon as I completed my studies at Monash, I got a graduate role in a new digital transformation agency in St Kilda. We were working with clients like Crumpler, Adidas and HBA. I had the unique opportunity to establish new systems and processes for the agency, including moving them into a converted warehouse space. Then I moved into client service, where I learnt the foundations of briefing and creative client management.

I had the good fortune to work on a city fringe project for Macquarie Bank that was noticed by a leading property developer at the time. I was head-hunted for a dream in-house marketing role. The combination of these roles ultimately shaped my future.

#### A word of advice

Marketing is a diverse discipline. There are so many avenues you can pursue once you graduate.

Immerse yourself in all that university has to offer. Complete an internship (I completed five in my time), find a parttime role that aligns with your dream career and make the most of the opportunities you'll find with MMSS.

Also, take time to invest in the relationships with your peers, lecturers and tutors. Their industry networks are wide – and the Monash Marketing alumni network is strong. Connect with graduates from years gone by and seek out opportunities that best align with the vision you create for your future.



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

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

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#### WHO COULD YOU BECOME?

#### **INSIGHTS ANALYST**

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

#### **DIGITAL MARKETING SPECIALIST**

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

#### **CREATIVE DIRECTOR**

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

#### 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.

#### COMMUNICATIONS AND MEDIA SPECIALIST

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

#### PRODUCT MANAGER

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

#### **CRM MANAGER**

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

#### 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.

## ORACLE

#### Who we are

Oracle is a cloud technology company that provides organisations around the world with computing infrastructure and software. Our applications help businesses become more innovative, effective and consistent in their processes.

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

Oracle's work not only transforms the world of business – it also helps defend governments and advance scientific and medical research.

#### What we value

Oracle's mission is to help people see data in new ways, discover insights and unlock endless possibilities for business processes.

Our global, passionate team develops innovative technologies that help individuals and companies tackle realworld problems head-on. And we champion their success by embracing diversity and encouraging personal and professional growth.

#### Our graduate program

Oracle offers internships and graduate programs for various interests – including consulting, finance and administration, product development, sales, pre-sales and digital sales.

You'll build your confidence in an inclusive workplace that celebrates differences. And we'll guide you the entire way to think outside the box, realise your potential – and make your mark.

#### How to apply

You can learn about – and apply for – our programs by scanning the QR code below.





#### ALUMNI SPOTLIGHT

#### **Brenda Van**

**Bold | Authentic | Hustler** Bachelor of Arts Bachelor of Business – Marketing

After university, I completed a graduate program and jumped straight into my corporate career. A hustler at heart, I wanted to keep my career options open, so I experimented with various roles.

Today, I've mastered the balance of multiple gigs. I'm a Senior Project Manager at Oracle, the founder of a dating events business, and a freelance Digital Content Creator.

#### My career highlights

Within my first year at Oracle, I managed five key accounts – Jetstar, Latitude, Kmart, Coles Express and Catch. And that same year, I received the Oracle Consulting Delivery Excellence Award for my work with ANZ. (Despite coming from a lack of project management or tech experience!)

A highlight outside of work has been launching and running a successful dating events business called Dating Apps Suck. I'm also a business content creator and have cultivated an audience of over 20,000 people across my personal social media channels (@brendainbusiness).

#### My graduate experience

My first step into the corporate world was completing my graduate program at RACV. From there, I landed my first entrylevel role with the global organisation BP.

But I didn't limit myself to the traditional corporate path. I also launched my first e-commerce side hustle, where I worked with overseas suppliers, built my website, and developed go-to-market strategies.

#### A word of advice

Never be afraid to explore something that piques your interest – whether it's jumping between industries, launching side hustles, or starting content creation. You are more capable than you realise when it comes to learning new skills!

Use the time early in your career to experiment and find the work that fulfils you. We spend so much of our life working. So it's a huge missed opportunity if you don't love what you do.





#### ALUMNI SPOTLIGHT

#### Annie Zhou

Perceptive | Curious | Dedicated Bachelor of Business – Marketing Bachelor of Arts – International Relations

#### Who we are

Planet Innovation is a healthtech innovation and manufacturing company that creates breakthrough products and commercially successful businesses that transform industries and have a positive impact on the world.

Planet Innovation combines deep healthcare experience with a complete suite of product development and manufacturing capabilities. We partner with world-leading organisations to help them create game-changing innovations to grow their business.

#### What we value

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

We value entrepreneurial thinkers and encourage all our staff to look deeply into growing markets and challenge the status quo. We support them as they find unmet market needs and suggest new product and commercial ideas. This is the true spirit of entrepreneurship and the heart and soul of Planet Innovation.

To attract and retain the best people in the world, we create an environment that is fun, challenging and allows people's talents to shine.

#### Our graduate program

Planet Innovation offers an awardwinning, 2-year graduate program to build engineering, consulting and commercial skills. Graduates follow a dedicated learning journey, and develop the core business and leadership skills needed to accelerate their career growth and thrive in their roles.

#### How to apply

Are you an exceptional design or engineering student? Do you graduate at the end of 2024? Applications are now open for our 2025 Graduate Program in our Innovation Services and Manufacturing teams.

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



After graduating, I was faced with a pandemic-affected job market. Unexpectedly, I found an IT internship that gave me crucial experience – and a pathway to marketing. Today, I'm a Marketing Executive at Planet Innovation.

#### My career highlights

I'm fortunate that my role as Marketing Executive is so diverse, and that no two days are the same.

A key highlight for me was managing the entire 2023 Australian Good Design Awards application process for a client. As a result, we won the 'Product Design – Medical and Scientific' category for an innovative sample prep platform for cancer diagnostics.

I was fortunate to draft and publish an article on the Planet Innovation website about the incredible achievement.

#### My graduate experience

Like many, I felt the effects of the pandemic on the job market after university.

So I didn't dive directly into marketing. In fact, I applied for an IT services internship at a payment solutions company. Which ended up being an invaluable steppingstone in my career journey.

It was the perfect way to gain work experience and step into marketing – and that led me to Planet Innovation.

#### A word of advice

Your career after graduation may not follow your original plans – and that's okay!

Remember that it's just as important to get to know yourself personally. Spend time developing your hobbies and skills. Try to meet people from all walks of life. You'll be surprised by how many unexpected opportunities and paths you'll uncover.

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

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

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

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#### WHO COULD YOU BECOME?

#### MARKETING COORDINATOR

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

#### **DIGITAL ACCOUNT COORDINATOR**

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

#### BRAND STRATEGIST AND PLANNER

**DIGITAL MARKETING** 

**SPECIALIST** 

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

#### CONTENT

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

#### SOCIAL MEDIA MANAGER

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

#### MARKET RESEARCH ANALYST

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

#### CONTENT PRODUCTION MANAGER

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

#### BUYER

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

## Kraft Heinz

#### 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

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

#### My career highlights

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

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

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

#### My graduate experience

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

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

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

#### A word of advice

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

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



#### Who we are

L'Oréal Australia is part of the L'Oréal Group – the world's largest beauty company.

We operate a portfolio of 31 beauty brands across cosmetics, hair, fragrance and skincare. Our Australian division has over 900 employees, 2 distribution centres and 3 training salons.

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

#### What we value

Beauty is a permanent quest. And each day, we live our founding values – passion, innovation, an entrepreneurial spirit, openmindedness, a thirst for excellence and responsibility. We also:

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

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

#### Our graduate program

Our graduate program is designed to help build our future leaders. Which means it offers you a strong foundation to help develop you to your full potential.

Designed to fast-track your career, our 12 to 18-month program offers structured learning and development, mentoring and access to senior leaders. We have graduate roles in Marketing, Commercial, Finance, Supply Chain and Data and Operations.

You'll be immersed in two to three rotations across the business, allowing you to work on multiple areas, including brand marketing, sales, data analytics and e-commerce.

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

#### How to apply

To learn more about the opportunities at L'Oréal, scan the QR code. Applications open in March.



#### ALUMNI SPOTLIGHT

#### **Peter Willams**

Passionate | Collaborative | Agile

Bachelor of Commerce & Bachelor of Science – Marketing and Genetics

In the L'Oréal graduate program, I experienced B2B marketing with luxury haircare, strategic consumer marketing with Lancôme and commercial analysis and account management in the L'Oréal Dermatological Beauty Division.

This diversity gave me a wide perspective of the entire business – and solidified my skills across multiple fields, which I now draw upon as a Senior Product Brand Manager.

#### My career highlights

A recent highlight was creating a bespoke topline launch campaign for our biggest skincare moisturiser of the year.

In doing so, I got to conceptualise and see the full end-to-end execution of each campaign. This includes ideation, marketing strategy, data analysis and support, product development, retailer negotiations, eventing, media campaign development and delivery.

#### My graduate experience

I undertook the graduate program at L'Oréal for 18 months, rotating through marketing and commercial disciplines.

This cumulative experience has enabled me to roll out of the program into a product manager role. Now, I'm a Senior Product Brand Manager for the Luxury Division's largest brand.

#### A word of advice

Put all your energy into your passions and prioritise applying for the positions you want the most.

Initially, I was determined to apply for every graduate program, hoping to get one or two offers. But after chatting with other graduates, I decided the best approach was to focus on what I truly wanted. That way, my passion for the industry came across in the process.

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

So, keep persisting, and you'll get where you want to go.

## seresilk

#### Who we are

Seresilk is the only Australian-made, cruelty-free silk skincare product in the world.

Thanks to Australia's natural environment, which provides the perfect conditions to produce the highest quality silk, we produce powerful silk-infused skincare *products*.

Our mission is to help people achieve silky smooth skin through a simple routine that harnesses silk's natural healing properties.

Using only 24 ingredients across our 4-step night routine, we let our silk shine.

#### What we value

Our vision is to unlock the natural wonders of cruelty-free Australian silk.

As there's no existing Australian industry for silk skincare, we aim to promote – and scale – the creation of an independent and sustainable industry.

We also partner with three Australian charities to help restore Australia's biodiversity and landscape, and support women, children, and families in hardship.

#### Our graduate program

The Seresilk Internship Program is perfect for someone who's passionate about skincare, sustainability, and business building.

Centred around immersive marketing tasks, our program equips students with a founder/start-up mentality, as well as the opportunity to gain practical experience.

Over the course of the internship, you'll have the opportunity to gain experience in content creation, site development and customer workshops. You'll also get to network with founders, industry leaders and established business professionals.

#### How to apply

We accept internship applications year-round.

To find out more, please contact Taylor Battistella at **taylor@seresilk.com.au**.



#### ALUMNI SPOTLIGHT

#### **Taylor Battistella**

Focused | Passionate | Perceptive

Bachelor of Business – Marketing & Accounting Specialist Diploma of Italian Language

I launched my first business, Everything Silkworms, at just 12 years old. Since then, I've dedicated my life to building an Australian silk industry. And today, I'm proud to be the founder of Seresilk – the only Australian silk skincare brand.

#### My career highlights

After a lifetime of business building and two and a half years of product development, it's fitting to say that my career highlight was the official launch of Seresilk in April 2023. I'm also proud to say that it's the world's only brand using Australian silk that's dermatologically tested and approved.

Beyond silk, I'm also the founder and president of the Milan Club Melbourne – a fan club for AC Milan, the football club. So, it was a highlight to return to Italy (having lived there in 2019–20) to meet with club officials, discuss the operations of our club, and witness AC Milan win the championship after a 10-year drought.

#### My graduate experience

To me, life after university has been pretty similar to life during university – just busier!

As a student, I worked multiple jobs while operating a business and leading a notfor-profit organisation. And since then, my busy schedule has only got busier.

I've gone all in on my business and implemented my learnings to launch Seresilk, which is my little plan to take on the world.

#### A word of advice

There is never one 'right way' to do anything. So be genuinely curious and open-minded about everything you do. And remember that you can always learn something new.

Never be afraid to take a leap of faith, and don't let the unknown scare you. If you're truly passionate about what you're doing, you'll always make the right decision.

And above all: care. Caring is the most important thing in the world. Not just about others, but about *everything* you do.



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

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#### 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.

#### **DIGITAL ANALYTICS LEAD**

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

#### MARKETING COORDINATOR

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

#### **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.

#### **CONTENT SPECIALIST**

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

#### **AUTO**



#### Who we are

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

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

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

We integrate flexibility, digitalisation, efficiency and sustainability into everything we do. Above all, we embrace humancentred perspectives to transform the carmaking space with extraordinary results.

#### What we value

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

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

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

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

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

#### Our internship program

We offer two types of opportunities for students and graduates:

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

#### How to apply

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





#### ALUMNI SPOTLIGHT

Gabi Potgieter

Motivated | Optimistic | Curious Bachelor of Commerce

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

#### My career highlights

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

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

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

#### My graduate experience

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

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

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

#### A word of advice

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

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

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

## **CONSULTING**

NDUSTRN

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

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

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

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#### WHO COULD YOU BECOME?

#### DIGITAL MARKETING CONSULTANT

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

### CONTENT MARKETING MANAGER

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

#### **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'.

#### ADVISER

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

#### **SALES CONSULTANT**

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

## **Deloitte**.

#### Who we are

Deloitte is one of the world's largest services networks – with an incredible team spanning more than 150 countries. Our services include audit and assurance, consulting, financial and risk advisory, tax and legal, and enabling areas.

We come to work each day to make a difference – and create a positive impact. Innovation remains at the heart of everything we do as we embrace the growing shifts of working in today's climate.

We remain committed to providing unique career opportunities through inspirational people, meaningful projects and world-leading clients.

#### What we value

Deloitte embraces flexibility, diversity and inclusion. Through open communication, learning and coaching, we create an impact that matters – *together*.

These shared values are at the core of every decision we make. We strive to lead the way, serve with integrity, take care of each other and collaborate for measurable impact.

This way, everyone is given an equal opportunity to learn, develop and grow.

#### Our graduate program

If you're in your penultimate year of studies, our Vacationer Program is for you. It's a great way to get your foot in the door – with exposure to real client projects, networking opportunities, training and feedback throughout the program.

If you've completed your studies within the last 24 months and are available full-time, our award-winning 12-month Graduate Program is for you.

You'll explore your potential through the tools and training from professional services and peer support, as well as a dedicated coach to guide you through the beginning of your career.

#### How to apply

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



Passionate about marketing and technology, I began my career at Apple where I gained invaluable experience. Now as a graduate at

Deloitte working in Technology, Strategy and Transformation, I get to create real impact and positive change for clients across industries. The best part? No two davs – or projects – are the same.

#### My career highlights

My entire experience as a graduate at Deloitte has been a major highlight. I've had the opportunity to work with teams within various industries across Australia, and contribute towards processes that will help transform entire businesses.

From leading retailers to health professionals, I've been fortunate to work towards improving customer experiences and providing technology solutions that will create a difference.

The fun workplace culture and events are a bonus!

#### My graduate experience

After finishing my degree, I had no idea what type of career I wanted. I knew the

ALUMNI SPOTLIGHT

#### Sachi Naik

**Optimistic | Confident | Driven** Bachelor of Information Technology - Business Information Systems Bachelor of Business - Marketing

> intersection of marketing and technology fascinated me, so I began my journey in the Information Systems & Technology team at Apple.

By producing marketing and training collateral, I gained invaluable knowledge about webpage development, content production and the technology product industry.

At the end of that year, I realised I wanted to broaden my horizons and deepen my skillsets. So, I dived into the Deloitte Graduate Program. Over the last year, I've worked as a consultant supporting our clients to make an impact. All alongside an incredible cohort of other graduates.

#### A word of advice

There is no *one* path to your future career. Trust your gut and say yes to opportunities that interest you – there is no right or wrong.

Acknowledge that your journey won't be the same as the person next to you and take the time to learn what *you* enjoy.

Whatever you do when you graduate, give it your *all*. You never know where it may lead you!



#### Who we are

Circana (formerly IRI and NPD) is the leading advisory on the complexities of consumer behaviour to over 7,000 of the world's leading brands and retailers.

We provide expert advice through unparalleled technology, advanced analytics and cross-industry data, giving businesses the deep consumer insights they need to grow.

Our knowledge of the complete consumer, store and wallet allows our clients to go beyond the data to real-world application – igniting innovation that meets consumer demand and outpaces the competition.

#### What we value

At Circana, our culture is centred on being *unstoppable together.* 

We are fuelled by our passion for continuous growth and learning, so we seek and share feedback freely. We never forget to celebrate the wins, both big and small – and offer a flexible working environment that truly supports work-life balance.

Our seven core values are: Seek clarity; stay curious; own the outcome; centre on the client; be a challenger; champion inclusivity and commit to each other.

#### Our graduate program

Circana offers a range of intern and graduate opportunities in different areas of the business, including data analytics, insights and consulting, operations, technology, product management and corporate functions.

You'll be able to collaborate with your peers and work together on a project based on a true business challenge for the company. You will also have opportunities to work with and be coached by our senior and executive leaders.

Our Sydney internship and graduate programs have two to three intakes per year, while our Melbourne programs are due to commence in the first half of 2024.

We also offer graduate entry-level roles throughout the year for all offices across Australia and New Zealand.

#### How to apply

To stay ahead of the internship and graduate opportunities at Circana, send us an email to introduce yourself and share a copy of your CV: **au.PeopleandCulture@iriworldwide.com.au**.

#### ALUMNI SPOTLIGHT

#### Sam Palmer

Curious | Approachable | Driven Bachelor of Commerce & Bachelor of Science – Marketing and Psychology

As a Senior Insights Consultant, I'm fortunate enough to contribute to projects that drive meaningful results for our client's impact, growth and bottom line. It's amazing to know that you've contributed to those real-world outcomes.

#### My career highlights

I'm particularly proud of the time I presented my team's strategy and recommendations to our senior stakeholders – and won them over!

Then, seeing those recommendations come to fruition in the market was a fantastic feeling.

#### My graduate experience

Shortly after my final semester, I landed a graduate opportunity at Circana.

I spent two years delivering insights and data, and consulting to the sales, marketing and category teams of some of the largest fast-moving consumer goods manufacturers. Working with different clients gave me a unique perspective on how businesses operate. It also provided variety, which I both need and appreciate.

#### A word of advice

Approach everything with an open mind, and get out of your comfort zone often. Because the most rewarding experiences come from saying 'yes' to new opportunities.

Also, bring your personality to work. It makes you more unique and memorable and allows others to connect with you meaningfully, which is much more fulfilling.

## accenture

#### Who we are

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

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

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

#### What we value

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

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

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

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

#### Our graduate program

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

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

#### How to apply

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





#### ALUMNI SPOTLIGHT

#### Phung Quang

**Creative | Curious | Self-aware** Bachelor of Commerce – Management & Marketing Science

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

#### My career highlights

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

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

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

#### My graduate experience

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

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

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

#### A word of advice

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

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

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

## **RESEARCH & STRATEGY**

LLL NDUSTRY 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.

#### COMPANY RESEARCHER

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

#### **BRAND STRATEGIST**

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

#### **INDUSTRY ANALYST**

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

## fiftyfive5

#### Part of Accenture Song

#### Who we are

Fiftyfive5 is an award-winning, insightled market research consultancy – one of the fastest growing in the Asia Pacific. Through a deep understanding of consumers, we unlock growth opportunities for our clients by:

- Defining the real questions
- Gaining a deep understanding of audiences that matter to our clients
- 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. It's how we deliver client outcomes that are challenging, creative and commercially credible.

At fiftyfive5, we create a collaborative environment with opportunities for you to progress, and celebrate your success. We also believe you deserve control over your work-life balance. At fiftyfive5, 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 market research consultancy. Supported by a fast-paced and collaborative culture, you'll get to manage live projects and work across a range of teams and business challenges.

#### Our internship program

Our Melbourne internship program runs throughout the year.

Designed to grow your confidence, this program lets you work across a variety of live projects – with mentors who are committed to helping you succeed. By the end, you'll have gained valuable insight into 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 Bojana Jerotic at **bojana.jerotic@fiftyfive5.com** or scan the QR code below.





#### ALUMNI SPOTLIGHT

#### **Bojana Jerotic**

**Curious | Dependable | Resilient** Bachelor of Commerce – Marketing Science & Finance

When I first began my university journey, I didn't know what I wanted to do. But through MMSS, I was able to find my first internship – and meet my current manager. Today, I'm doing what I love as an Account Manager at fiftyfive5.

#### My career highlights

I was invited to present a client case study on behalf of my team – in front of all 200 of my colleagues. It challenged me and put me right out of my comfort zone, but it was an experience I'll never forget.

I've also had the pleasure of mentoring 20 students during fiftyfive5's Melbourne Internship Program (which I also help manage). Helping students learn more about market research and seeing their confidence grow is easily one of my favourite parts of my role.

#### My graduate experience

At first, I had no idea what I wanted to do after university.

It wasn't until my second year, when I joined MMSS, that I started to confidently map out my future. Through MMSS, I

connected with so many inspiring people – including my host organisation for my first internship, and even my current manager!

When I graduated, I was so eager to work at fiftyfive5 that I reached out to them even though they didn't have any openings at the time. Luckily for me, it paid off. I started as a casual Research Executive not long after – and transitioned into my dream role as an Account Manager three years later.

#### A word of advice

If you really want something, go for it.

Embrace the discomfort that comes with putting yourself out there, because it leads to opportunity. So put your hand up for new experiences, even if you don't feel perfectly qualified or like you may 'fail'.

Mistakes and failures are natural and necessary – use them as tools to reflect and learn.

#### **RESEARCH & STRATEGY**

# the O



#### ALUMNI SPOTLIGHT

#### **Ben Barlow**

Attentive | Passionate | Curious Bachelor of Business Administration – Marketing & Communications

#### 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 brands' potential. We focus on 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 Australian life. It explores the meaning people seek and 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 are searchers. Creators. Trailblazers. We're always on the hunt for unique solutions, unafraid of their novelty. That means we openly and honestly go with the best idea – taking our brands out of their box and pushing 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** or scan the QR code below.



During my last semester at Monash, I was interning at The Lab. I was fortunate enough to be offered a full-time position with them before I graduated. Following a smooth transition into the industry, I'm now working at The Lab as a Consultant.

#### My career highlights

One of my most memorable moments at The Lab was as an intern. I was able to significantly contribute to a final presentation 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 been 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 graduate program

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

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

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

#### How to apply

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

Often, marketing units will advertise the internship program via their lectures or guest speakers.

Keen to know more? Contact **acrs@monash.edu**. Pao Deterr Bachell Bachell

#### I joined ACRS in 2017 after completing my Honours in marketing. As a Senior 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 by accurately tracking timelines and completions.

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

#### ALUMNI SPOTLIGHT

#### Paolo De Leon

Determined | Collaborative | Coachable

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

#### My graduate experience

Throughout my undergraduate and Honours degrees, I became increasingly interested in research and consulting.

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

Seven years on, and still, I find research an interesting and exciting field. I enjoy developing insights that inform business decisions.

I love learning new things 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!

DUSTRY

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

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

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#### 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.

#### **SOCIAL MEDIA MANAGER**

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

#### 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.

#### **DIGITAL STRATEGIST**

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

## GROUP

#### Who we are

Westpac is Australia's oldest company, one of four major banking organisations in Australia – and one of the largest banks in New Zealand.

We are customer-driven, providing a range of consumer, business and institutional banking services.

For over 200 years, Westpac has played an important role in the economic and social fabric of Australia by helping people build their financial futures.

#### What we value

Westpac Group's purpose is to create better futures – together. It's what we do, who we are and why we come to work every day. We understand what a better future means to our customers – and help them achieve it.

We do this by building deep and enduring customer relationships, being a leader in the community and being a place where the best people want to work. In doing so, we deliver superior returns for our shareholders.

#### Our graduate program

We offer summer internships and graduate programs for final-year students from all degrees.

In our award-winning graduate program, you'll complete a rotational journey to help you learn about different aspects of your specialised area. It's packed with diverse roles, teams and project experiences.

At the end of the program, you'll be supported in finding a role that best suits your capabilities and interests.

#### How to apply

Applications for our graduate program are open from July to August. Scan the QR code below to learn more.





#### ALUMNI SPOTLIGHT

#### **Peter Douveas**

Curious | Motivated | Flexible

Bachelor of Business – Management Bachelor of Media Communication – Digital Humanities

I jumped straight into the Westpac Graduate Program after university. In my second rotation, I found my calling in the Property team. Now, as Assistant Relationship Manager at Westpac, I get the chance to make a real impact and help my clients succeed.

#### My career highlights

A big highlight for me was securing my position as Assistant Relationship Manager before the end of my second rotation.

Going into the Westpac Property team was initially a daunting experience. I was suddenly dealing with connections worth more money than one would see in a lifetime. Not only that, but I became responsible for their lending, their financials and the overall state of their business. Quite a far cry from being a team leader in a group assignment at university!

However, working with the team was extremely rewarding. Over the course of a few short months, I was offered a role to join them full-time – and I gladly accepted.

#### My graduate experience

I joined the Westpac graduate program in my first year out of university. In the same year, I travelled to Japan and Vietnam, which were fantastic experiences.

I learnt that while it's important to be motivated and driven to build a career, experiencing life outside of work (it doesn't have to be overseas travel or anything fancy!) builds character – which helps when it comes time to enter the professional workforce.

#### A word of advice

It's okay to be anxious about your future. You're not alone in that. But it's important to recognise it and use it as a reason to push yourself.

You have many, *many* years ahead of you – full of opportunities for career advancement, self-growth and learning. Embrace them!


Mercer is a global company specialising in workforce consulting, investment management and superannuation in Australia.

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

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

#### What we value

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

#### Our graduate program

We're always open to conversations with young professionals.

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

### How to apply

Get in touch with us at **contact.australia@mercer.com** or scan the QR code below.



### ALUMNI SPOTLIGHT

Wing Chong

**Curious | Creative | Problem-solver** Bachelor of Business – Marketing & Human Resources

After graduating, I spent a couple of years exploring, learning – and figuring out what areas I was most excited about. Today, I'm based in London as the Digital Marketing Manager in Global Workforce Products at Mercer.

#### My career highlights

Moving to London with Mercer has been a top highlight so far. The change in pace, stakeholders and perspective has been challenging yet incredibly rewarding.

Another memorable moment came when I built an automation campaign with Mercer. I had the scope to nerd out on my role's technical side, from conceptualising to design to production.

But I had one of my first lightbulb moments during my internship with Puma. I was part of the onboarding team for a sponsorship with the Richmond Football Club – helping with its launch and marketing operations. I got to pull back the curtain and see what goes on behind the scenes. I'll never forget it!

### My graduate experience

I wasn't sure what I wanted to do after university. All I knew was that I wanted to connect people, be creative and share stories. So, having volunteered with Monash NRC during uni, I jumped at the opportunity to work with them in student engagement and expand their program to the Peninsula campus. Through this, I found myself gravitating towards the branding and storytelling side of promotion.

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

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

#### A word of advice

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

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

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



AustralianSuper's story began more than 30 years ago, with the creation of universal superannuation for all Australians. We're now Australia's largest super fund – and one of the largest pension funds in the world.

Our purpose is singular and clear: to help members achieve their best financial position in retirement. We're committed to giving members the peace of mind they need to enjoy life today, knowing their savings are being managed by a super fund that delivers.

#### What we value

At AustralianSuper, we make a difference for all Australians by advocating for the world's best superannuation system. We do this by living and working by our four core values: integrity, excellent outcomes, generosity of spirit and energy, governed by the principle of 'Members First'.

These values drive us to fulfil our purpose of helping members achieve their best financial position in retirement. And we continue to attract diverse, high-performing employees who share that purpose.

#### Our graduate program

We offer graduate and internship programs in two streams: Fund-wide and Investments.

Graduates and interns alike build a clear understanding of our values and how they translate to everyday behaviour. And they undertake meaningful work experiences that build their technical and functional skills.

By joining AustralianSuper as a graduate or intern, you'll develop lifelong capabilities for your career while directly helping members achieve their best financial position in retirement.

#### How to apply

To learn more about AustralianSuper's Graduate and Internship programs, and stay updated on openings, please scan the QR code below:





### ALUMNI SPOTLIGHT

### **Tina Vogdanos**

**Determined | Proactive | Collaborative** Bachelor of Business – Law and Marketing

Working across the legal, scientific, insurance and consulting sectors globally, I've learned how to harness the fundamentals of marketing strategy and activated campaigns to achieve success across multiple industries and geographic markets.

Now, I'm applying my skills as a Business Experience Manager at AustralianSuper.

### My career highlights

One highlight was being able to hit the ground running when I joined AustralianSuper, because I'd truly found my passion with financial services marketing.

When the Fund went through a restructure, I joined the newly created Business Experience team. This was a significant highlight in my career, as my new role was an exciting move from marketing execution to marketing strategy.

Now, I lead our go-to-market strategy, communications and education efforts to ensure that small businesses in Australia choose to partner with us for their superannuation needs.

#### My graduate experience

When I graduated, I found the job market very competitive. It took a few months before I landed my first role in a marketing team at a mid-tier national commercial law firm.

Seeking a change soon after, I joined the marketing team of a global scientific distributor. This gave me a solid understanding of how to be a *good* marketer – someone who can reflect on the strategies of successful marketing campaigns in one industry and apply them in a different industry to achieve success again.

### A word of advice

Stay curious! Don't be afraid to ask questions.

Remember that being on the job is one of the best places to learn. So, look to your colleagues – they're a great source of information and are often generous in sharing their time and expertise. Talking to them is a great way to build relationships, and it's important to establish them across all levels of an organisation.



Bupa is a global company committed to transforming healthcare. Our purpose is to help people live longer, healthier, happier lives – and to make a better world.

Our offerings include (but aren't limited to!) health insurance, aged care, dental, optical and community wellbeing initiatives.

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

### What we value

Bupa's vision is bold but simple: we put people at the heart of healthcare.

With a long history of supporting health and wellbeing, we're not afraid to do things differently.

We share an extra healthy sense of purpose. And we believe in building an inclusive and agile culture to encourage diversity and inspire new possibilities.

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

#### **Our career opportunities**

With over 1800 different roles, career opportunities at Bupa are vast.

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

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

Will you be challenged? Yes. But you'll also be inspired to grow your capabilities in more ways – and more quickly – than you ever imagined.

### How to apply

Scan the QR code to learn more about internships and entry-level roles at Bupa.





### ALUMNI SPOTLIGHT

### Laura Jeffries

Ambitious | Imaginative | Approachable Bachelor of Business – Banking & Finance Bachelor of Marketing

I was looking for roles that combined marketing strategy and implementation. So when I saw an opportunity to join Bupa's newest health and wellbeing startup, I took it. Two years on, I'm now the Brand Manager for Bupa Australia – and I'm loving every minute.

### My career highlights

When I began at Bupa, we were building Benefit Pocket from the ground up. That was one of the most daunting but exciting experiences in my career. I'll never forget launching it to market for the first time in October 2021. We were so proud and excited to be live in the app stores.

Now, in the Brand Team, I work on our Employer Brand Campaigns and partnership with Paralympics Australia (PA). Working with the PA team and our Paralympic Ambassadors to improve accessibility and equity for people living with a disability has definitely been a highlight of my career.

### My graduate experience

Like many other students, I was set on joining a rotational graduate program. But

halfway through my final year, I started questioning whether that was the right decision for me.

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

After one and a half years in Growth Marketing for Benefit Pocket, I moved into the Bupa Brand Team and now drive our brand strategy and campaigns.

### A word of advice

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

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

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



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

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

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

#### What we value

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

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

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

#### Our graduate program

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

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

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

### How to apply

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



### ALUMNI SPOTLIGHT

### Amelia Atkins

Motivated | Authentic | Thoughtful Bachelor of Marketing

Bachelor of Marketing Bachelor of Management

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

### My career highlights

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

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

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

### My graduate experience

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

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

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

### A word of advice

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

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

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

## ENVIRONMENTAL, SOCIAL & Governance (ESG)

NDUSTRY

The ESG sector exists to uphold a company's social and environmental responsibility – to its employees and the planet.

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Companies in this industry seamlessly integrate sustainable practices into their operations. They embrace innovation – and are always adapting to the demands of our evolving environment.

### council

### WHO COULD YOU BECOME?

### SUSTAINABILITY MANAGER

Responsible for developing, implementing and overseeing a company's sustainability strategy, you'll reduce environmental impact, promote social responsibility and ensure ethical governance in the workplace.

### SOCIAL IMPACT ANALYST

You'll evaluate the long-term effects of an initiative on the wider community, providing data-driven guidance to maximise the initiative's positive societal impact.

### **ENVIRONMENTAL ENGINEER**

You'll design, develop and implement solutions to environmental issues like pollution control, waste management and sustainable resourcing.

### CORPORATE RESPONSIBILITY OFFICER

Ensuring that a company complies with sustainability laws and regulations, you'll develop and implement policies to promote responsible practice.



As Australia's leading climate change communications non-profit organisation, the Climate Council provides the public with independent, authoritative information on climate change.

We advocate for climate policies and solutions that can rapidly drive down emissions, all based on the most up-todate climate science and information.

#### What we value

At the Climate Council, we have three values that guide us:

- 1. We're brave and bold. Even when we come up against challenges to increase our impact, we commit to learning from any mistakes and constantly improving.
- 2. We're hopeful and solutions-focused. We actively seek solutions and empower others to be part of the resolution.
- 3. We're driven by integrity and honesty. All our information is evidence-based, and we hold ourselves accountable for our actions.

#### Our graduate program

The Climate Council is a non-profit organisation, so we don't explicitly run any internship or graduate programs. However, you can volunteer with us.

This is a fantastic way to make a meaningful contribution to the team while also getting a taste of our work – and the world of non-profit.

### How to apply

To express interest, contact us at **jobs@climatecouncil.org.au** or explore our careers page through the QR code below.





### ALUMNI SPOTLIGHT

**Chris White** 

Empathetic | Collaborative | Curious Bachelor of Management & Bachelor of Marketing

The first couple of years out of university were incredibly formative. I spent time figuring out what makes me tick, what I don't like and how I wanted to contribute to society. Now I'm a Climate Projects Officer – and love what I do every day.

### My career highlights

In July 2023, I was the lead author of a report advocating for more coordination and collaboration between Australia's three tiers of government. The goal was to unlock local climate action and advance national climate policy.

I had to wade through a lot of complexity and uncertainty, which taught me many valuable lessons about the importance of identifying and sticking to a process. As well as not being afraid to ask for help!

### My graduate experience

I worked at a digital marketing agency, volunteered when I had the means and sought out conversations with people I admired.

Through this process, I listened intently to what made me happy – which helped me clarify the direction I wanted to move in.

### A word of advice

Know your values – and your story. Everybody has a narrative, and if you can communicate it, it's much easier for people to know how to help you.

Once you know these things, start having conversations. Because people love to help.



Tasman Environmental Markets (TEM) empowers businesses, customers and communities to achieve carbon neutrality.

How? By connecting them to highintegrity offsetting projects both in Australia and across the world. Helping them to create an extraordinarily positive impact in the process.

#### What we value

At TEM we inspire our people to deliver outcomes that have the greatest impact on our customers, communities – and each other.

We operate with the highest level of honesty, and are ambitious and creative in our mission to build a net zero economy.

#### **Our internship program**

TEM are currently finalising our grad program for next year, so keep an eye on our LinkedIn and website.

We also have entry-level roles that pop up every now and then, outside of our standard grad intake. All of which offer you an awesome opportunity to start your career in an organisation that is making a change!

### How to apply

To learn more about the opportunities at TEM, scan the QR code.





### ALUMNI SPOTLIGHT

### **Rebecca Heard**

Curious | Enthusiastic | Analytical Bachelor of Business & Bachelor of Health Science – Marketing

At TEM, I have the privilege of partnering with leading organisations to address their carbon footprint. I connect them with high-integrity offset projects that deliver extraordinary benefits to communities – and the environment.

### My career highlights

Last year, I had the opportunity to visit one of our Bush Regeneration projects in rural Queensland. This project relies on carbon finance to support the revitalisation of land that has previously been cleared for farming.

To be able to see first-hand the impact of my day-to-day work was such a privilege, and an equally awe-inspiring moment.

Another highlight came from when I worked for Procter & Gamble (P&G). In that role, I supported Coles to turn around their entire Hair Care Category, making them market leaders.

An incredible achievement for both Coles and P&G.

### My graduate experience

I joined the Kraft Heinz Graduate Program straight out of university, and rotated between human resources, marketing and sales. This gave me a solid understanding of the workings of a global organisation – and the opportunity to try different areas of the business.

After 4 years at Kraft Heinz, I moved across to P&G where I spent 2 years in sales; before pivoting my career into the sustainability industry.

### A word of advice

Always remain curious and open-minded – and don't be afraid to ask *lots* of questions.

Also, be open to trying new roles and saying yes to opportunities. Basically, get comfortable being out of your comfort zone.

# **NOT-FOR-PROFIT**

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

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### WHO COULD YOU BECOME?

### PHILANTHROPY OFFICER

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

### **CONTENT WRITER**

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

### FUNDRAISING COORDINATOR

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

### DIRECT MARKETING EXECUTIVE

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

### **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.

### **MEDIA MANAGER**

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

### **NOT-FOR-PROFIT**

# MOVEMBER®



### ALUMNI SPOTLIGHT

Bree Earle

Friendly | Organised | Dedicated Bachelor of Business – Marketing

#### Who we are

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

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

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

### What we value

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

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

#### Our internship program

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

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

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

### How to apply

To learn more about our Marketing internships, reach out to Bree Earle at **bree.earle@movember.com**. After graduating from Monash in 2014, I had the chance to explore the world of marketing through several prominent projects. All that experience led me to where I am today – as Movember's Head of Content.

### My career highlights

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

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

### My graduate experience

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

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

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

### A word of advice

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

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

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

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

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### 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.

## **TW Polymers & Fluids**

#### Who we are

ITW is a Fortune 200 global industrial manufacturer. We craft specialised tools and top-notch products to power businesses and industries – worldwide.

Our division, ITW Polymers and Fluids South Asia, is a pioneer in creating highquality, branded consumables. In essence, our products keep industries moving – whether in manufacturing, automotive, mining or construction. They're even great for everyday use!

#### What we value

At ITW, we are guided by five key values: integrity, respect, trust, shared risk and simplicity. They sit at the core of our business and are an essential, nonnegotiable part of our culture.

ITW is also dedicated to providing pathways to promote internal career growth. That's why we run programs like EIC (Early in Career) networking opportunities – to facilitate career progression by identifying participants' key strengths and development opportunities.

#### Our graduate program

In exciting news, ITW Polymers and Fluids are crafting a new graduate program to fast-track your career journey. Through both mentoring and hands-on experience, we'll help you accelerate your acquisition of business skills.

As a result, you'll gain foundational knowledge across all aspects of our business – in marketing, finance, operations, supply chain and sales.

#### How to apply

To learn more about our graduate program scan the QR code below or contact **marketing@itwpf.com.au**.





### ALUMNI SPOTLIGHT

### **Connor Devereux**

Adaptable | Curious | Attentive

Bachelor of Business – Marketing Bachelor of Arts – International Relations

I was introduced to ITW Polymers and Fluids during my final semester at Monash through the Marketing Internship unit. And I never looked back. After several role changes which helped me go from strength to strength, I now work in my dream job – as Product Manager in the Heavy Industry segment of our business.

### My career highlights

Each year, ITW gives its graduates the opportunity to lead and direct marketing strategies for innovation projects. And my experience was no different. Within the first six months, I witnessed the launch of a go-to-market strategy – from product research to finality.

The exposure to these projects was invaluable. It allowed me to see where my strengths lie and identify areas for improvement.

The entire program was a career highlight for me, but being recognised by the company and given my own portfolio to manage and direct was the main one by far.

#### My graduate experience

My journey with ITW kicked off during my final semester at Monash through the brilliant Marketing Internship unit.

I worked there full-time for six weeks and took the reins on a project backed by our global brands. It was all about introducing exciting overseas products into Australia – diving deep into market potential and feasibility.

And that was only the beginning. It eventuated into a six-month role as a Project Support Graduate before I was promoted to Assistant Brand Manager in the Marketing Department.

### A word of advice

Be willing to embrace new experiences, and always exhibit curiosity as you develop and grow.

Throughout my journey, my initiative and adaptability came from asking the right questions. So always demonstrate that eagerness to learn. It will enable you to gain an understanding of other business departments *outside* of marketing, and subsequently round out your contributions within it.

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

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

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### 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.

# ANL

#### 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, longstanding 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 hardearned 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. 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.

### ALUMNI SPOTLIGHT

### **Kristen Richardson**

Passionate | Collaborative | Creative Bachelor of Psychology – Marketing and Management

### 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.



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

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

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### WHO COULD YOU BECOME?

### **SPORTS MARKETING MANAGER**

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

### DIGITAL MARKETING MANAGER

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

### PARTNERSHIPS COORDINATOR

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

### SPONSORSHIPS & EVENTS EXECUTIVE

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

### **COMMUNICATIONS COORDINATOR**

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

# **Solucio**



### ALUMNI SPOTLIGHT

Angus Rowe Inquisitive | Sociable | Determined Bachelor of Business – Management Bachelor of Marketing

#### Who we are

Solucio is a boutique consulting and advisory firm. Founded and based in Melbourne, our team solves difficult business problems with intuitive solutions.

We do this by combining community insights, data and financial analytics, and technology and digital intelligence, accelerating our clients' success.

Our clients include some of the biggest names in Australian sport: Football Australia, Golf Australia, Bowls Australia and World Bowls – as well as projects in cricket, basketball, gymnastics, and swimming. Plus, we work closely with local and state governments, not-forprofits and entrepreneurs.

#### What we value

We expect very high standards in what we deliver and are well organised in what we do.

We know a collaborative approach drives this excellence. When we listen to our people, we gain fresh perspectives and ideas – and pursue opportunities together.

We're committed to honesty and won't shy away from telling the whole story – just as it is. After all, we get stuck into the work. Sitting back isn't our style.

#### Our career opportunities

At Solucio, we operate under one roof. So when you work with us, you'll never get lost in the swell – or sidelined.

Our internships and entry-level roles allow you to form productive relationships with your colleagues from day one, working on meaningful projects to deliver tailored outcomes for our clients.

On an average day, you'll be involved in project support, market and data research and analysis, and proposal and report writing. Plus, you'll get a front-row seat at our meetings and workshops.

It's all part of our commitment to developing the critical skills you need to thrive in a wide range of fields – and life!

### How to apply

Scan the QR code to contact us about internships and entry-level roles at Solucio.



Two things I am passionate about are sport and business, so I was looking for a role that combined both. When the opportunity arose to intern at Solucio, I jumped! A year later, I can say I've found all I wanted – and more.

### My career highlights

One of my most memorable career highlights was during my first week as an intern in 2022.

SBP Advisory and SavageBull had recently merged to become Solucio, and the team was crafting a new business strategy. So, on my third day, I was thrown into the deep end – and directly involved in the company's official strategy session. I helped shape Solucio's mission, vision and values.

Another highlight has been developing Master Plans for local governments and their recreation reserves. Being an avid sports fan, conducting site walks and directly engaging with sporting user groups is something I have enjoyed from the get-go.

### My graduate experience

I completed my internship at Solucio in my final year of university – and was lucky enough to be offered a full-time Graduate Consultant position after my final exams. I thoroughly enjoyed my intern experience, so accepting the offer was a no-brainer.

After a full year of work, I have gained a wide range of skills that have allowed me to execute projects from start to finish, including managing client relationships, running meetings and interviews, conducting site visits, and developing and analysing surveys.

### A word of advice

When you start a new role, embrace the unknown and the nervousness that comes with it.

After all, everyone walks through the doors for the first time at some point in their career. Once you've jumped that hurdle, you'll realise that whatever challenges life throws at you, you can identify, attack and solve them.

And be different from others by being yourself. Thousands of people have the same qualifications as you, but no one else has the same identity. The sooner you transition from a typical graduate to your unique self in the eyes of your co-workers, the better.

NDUSTRY

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

Travel agents and tour operators

Accommodation

• Transport

Attractions

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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.

### **MARKETING ANALYST**

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

### **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.

### **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.



### ALUMNI SPOTLIGHT

### Alastair McCausland

Passionate | Energetic | Determined Bachelor of Business – Management & Marketing

#### Who we are

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

Think Airbnb – but for the caravan sharing community.

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

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

### What we value

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

Adventure is at the heart of what we do. And we love supporting our employees and customers as they embark on unforgettable adventures. We strive to make van hiring simple and safe. And we'll keep innovating through technology to ensure the best experience for owners and hirers.

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

### Our internship program

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

### How to apply

To find out more, email **marketing@camplify.com.au**.

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

### My career highlights

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

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

### My graduate experience

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

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

### A word of advice

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

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

# **ABOUT MMSS**

### FROM THE PRESIDENTS



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Dima Khatsernov Timothy Mikhail

Navigating the spectrum of your career options is always exciting. But it's natural to feel overwhelmed without the correct advice. That's where the 2024 MMSS Careers Book comes in.

Our goal with this publication is simple: to provide you with real stories, reliable information and unique insights into the vast world of marketing – so you can make decisions about your future.

A marketing degree is a one-way ticket to limitless opportunities. And the 2024 MMSS Careers Book is here to help you make the most of your university experience, by inspiring you to set ambitious goals for your professional future.

The marketing industry is incredibly dynamic, where change is constant and new paths are always emerging. At MMSS, we hope to illuminate these pathways for you – many of which you mightn't even know exist. With the goal to point you in the direction of your dream career.

All in all, MMSS is an organisation dedicated to enriching your university adventure. Participating in MMSS will broaden your network, boost your employability – and provide you with an unobstructed view of the marketing landscape.

Packed with advice from alumni and potential career pathways, this book is now your go-to resource for all things professional marketing.

Here's to 2024 – a year of exploration!

**Dima Khatsernov and Timothy Mikhail** 2024 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 Caulfield and Clayton, we help you develop your professional self and make lifelong memories at our social events 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 professional and social events, such as White Night and the MMSS Ball
- 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

#### Join the MMSS committee

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

- Develop even deeper relationships with industry, alumni and staff
- Help shape events such as Careers with Peers, Corporate Connections and the MMSS Ball
- Enhance your leadership, teamwork, marketing and budgeting skills
- Support MMSS members and event attendees
- Create your own initiatives to help grow MMSS in new ways

### Stay in touch

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

MMSS Caulfield: club.mmss@monsu.org

MMSS Clayton: mmss@monashclubs.org

### MMSS website



#### **Get social with MMSS**





### **CORPORATE CONNECTIONS**

Mercedes Benz, Telstra and L'Oréal. These are just a few of the big brand names we've hosted at Corporate Connections.

An unmissable MMSS event, this is your chance to network with leading industry professionals – and lay the groundwork for your future.

### Confidence

"Attending Corporate Connections really improved my confidence in speaking with people in business, and reminded me how engaging and rewarding networking with the right people can be."

Kleese Horafiaris



### Insight

"Everyone I spoke to at Corporate Connections was so insightful about their relevant industries. They helped me decide what type of marketing pathway I'd like to take in the future."

Elleni Macris

### Illumination

"Corporate Connections was a journey of discovery and growth. Networking with professionals and peers alike illuminated the boundless possibilities within the marketing sphere."

Rohan Khanna











### 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**



Want to connect with industry professionals – who were once in the same position as you – with a cool drink in hand?

Then join us at Careers with Peers. This business-casual event will introduce you to real experiences and career opportunities with Monash Marketing alumni, who now work with some of the world's leading brands.



### discover

Identify the sectors and organisations that resonate with you the most.

### connect

Forge connections with dynamic, ambitious professionals in your field.

### learn

Absorb valuable insights, career guidance and personal narratives from Monash alumni.

### polish

Refine your skills in navigating recruitment processes across various industries.

### **INDUSTRY INSIGHTS**



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



### enlightening

"Industry Insights opened my eyes to the numerous worldwide possibilities that a business or marketing degree can lead me to."

Sidney Bernard

### opportunity

"Exploring such alive and welcoming work environments helped me appreciate the opportunities in the marketing industry."

Sahibjit Singh

### employability

"Everyone I met was so authentic and honest. It was great to hear from these professionals. They showed me the opportunities in the marketing industry and the types of skills employers are looking for."

Narmeen Chowdhury

### careers

"This event helped me identify the areas that most appealed to me and demonstrated the wide range of career options within marketing."

Hunter Hare

### WHERE WE ARE IN THE GRADUATE YEAR



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

### **CLOSING ADDRESS**



As you embark on your exciting journey beyond academia, my advice is simple: embrace the values of respect, resilience and hard work. These virtues aren't just academic ideals. They lay the foundation for a fulfilling and impactful career.

Respect is the basis for fruitful relationships and personal growth. By respecting your peers, superiors and subordinates, you cultivate a reputation of integrity and character.

Welcoming diversity and valuing different perspectives will broaden your horizons. So, treat every interaction as an opportunity to learn and grow. And remember, respect leads to lasting relationships – and opens doors to new opportunities. Over your career, you will inevitably encounter setbacks and challenges that will test your mettle. And that's okay. With resilience, you can bounce back from adversity with new-found strength and wisdom.

So embrace 'failure', and view change as an opportunity to innovate. In the dynamic marketing landscape, this is the mindset that will allow you to stay ahead.

There's no secret to success – it's simply the result of hard work and commitment. So, invest your time and energy in honing your skills, staying updated with industry trends and going the extra mile to deliver exceptional results for your clients and employers.

Beyond these core values, I encourage you to maintain a strong connection with your alma mater, specifically the Department of Marketing. Who knows? You may even consider returning to Monash University for postgraduate studies.

To you, our doors are always open. And when it's your turn to be our alumni, you can give back by sharing your experiences, insights and expertise with students. Your connection will contribute to our vibrant Monash community, and continue to provide you with invaluable networking opportunities to accelerate your career even further.

So please, let's keep in touch.

With my best wishes,

### Professor Hean Tat Keh

Head, Department of Marketing Monash Business School

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