

MONASH MARKETING
STUDENTS' SOCIETY

2020

CAREERS
BOOK

Disclaimer

The authors and editors have taken utmost care in compiling this Careers Book. We disclaim and accept no liability for any errors, omissions, misunderstandings or misuse by any person who uses or relies on it.

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

➤ MESSAGE FROM THE PUBLICATION TEAM



Henal Patel



Joyce Pang



Elisa Tohi

First published in 2015, the annual MMSS Careers Book offers students invaluable insight into where their Monash marketing degree could take them. Five years later, we're honoured to present the 2020 edition.

Getting a job can be difficult. But choosing a career is even more challenging.

That's why we want to help inspire you to consider all the options out there – and discover the diverse pathways taken by Monash marketing alumni.

Every company featured in this book is accompanied by an alumni profile. You'll find that these are filled with advice for landing your dream job and developing your career.

To all the current and future marketing students, the MMSS team wishes you all the best in your studies. We look forward to seeing you make the most of what MMSS and Monash have to offer.

Henal Patel, Joyce Pang & Elisa Tohi

2020 MMSS Careers Book Publication Team

launch your career

- 07 Your LinkedIn profile
- 10 Resumes
- 13 Cover letters
- 14 Job interviews
- 16 The hidden job market
- 18 Networking
- 19 Graduate programs & internships

Career Connect

- 21 How Career Connect can help you

learning opportunities

- 24 Marketing Internship unit
- 26 Global Study Program

tech

- 28 Industry overview
- 30 Smartrak

advertising & media

- 32 Industry overview
- 34 Clemenger Group
- 34 Clemenger BBDO
- 36 CHE Proximity
- 38 Porter Novelli

not-for-profit

- 40 Industry overview

consulting

- 42 Industry overview
- 44 EY
- 46 Deloitte

research & strategy

- 48 Industry overview
- 50 Colmar Brunton
- 52 The Lab
- 54 ACRS
- 56 Forethought

banking, finance & insurance

- 58 Industry overview
- 60 ANZ

fmcg

- 62** Industry overview
- 64** Mondelēz International
- 66** Kraft Heinz
- 68** L'Oréal

auto

- 70** Industry overview

travel & tourism

- 72** Industry overview

manufacturing & supply

- 74** Industry overview

transport & logistics

- 76** Industry overview
- 78** ANL Container Line

About MMSS

- 81** From the Presidents
- 82** Why we exist
- 84** Corporate Cocktails
- 85** Beers with Peers
- 86** Industry Insights
- 87** Closing Address
- 88** Notes
- 90** My key dates 2020
- 94** Acknowledgements

launch your career



featured

07 Your LinkedIn profile

10 Resumes

13 Cover letters

14 Job interviews

16 The hidden job market

18 Networking

19 Graduate programs & internships

➤ YOUR LINKEDIN PROFILE

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

Why your LinkedIn profile matters

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

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

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

1 Speak volumes – with the right photos

Profile photo

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

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

Cover photo

Your cover photo should complement your personal brand.

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

The recommended size is 1584 x 396 pixels.

profile photo

cover photo

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

[Add profile section](#) [More...](#)

[MYER](#)
Monash University

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

2 Hook them in with a strong headline



Jessica Daniels

| Marketing student | Social media specialist |
Communications strategist |

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

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

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

3 Tell a story in your summary

About

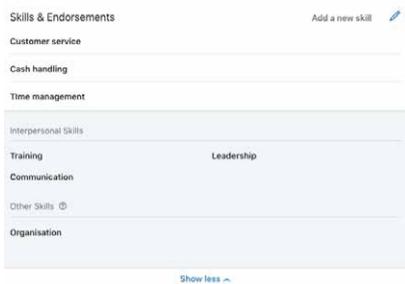
This is where you tell prospective employers more about you.

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

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

4 Expand on your expertise and qualifications

Your skills



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

Your experience



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

Your education



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

What next?

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

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

From here, it's onwards and upwards:

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

Need more help? Attend a Monash LinkedIn workshop today!



> RESUMES

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

Research, research, research

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

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

Keep it relevant

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

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

Draw out your strengths

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

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



PRESENTATION SKILLS

Have you presented to groups and prepared engaging slides?



DIGITAL LITERACY

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



RESEARCH

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



LEADERSHIP AND TEAMWORK

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



PROBLEM SOLVING AND INNOVATION

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



PEOPLE SKILLS

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

Show that you're human

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

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

Shine a light on your community work

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

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

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

Choose the right referees

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

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

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

Remember the finishing touches

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

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

YOUR RESUME CHECKLIST

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

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



> COVER LETTERS

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

A winning cover letter:

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

COLD CONTACT LETTERS

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

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

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



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



BEFORE

Research the organisation and role

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

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

Rehearse your responses

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

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

DURING

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

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

AFTER

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

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

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

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



▶ THE HIDDEN JOB MARKET

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



Search alternative online channels

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

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

Proactively call organisations and recruiters

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

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

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

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

Leverage your connections – and establish new ones

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

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

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

- University societies such as MMSS
- Websites such as Meetup
- Associations like the ADMA and AANA

➤ NETWORKING

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

DO

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

DON'T

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

* Business Insider (2017)

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



> GRADUATE PROGRAMS & INTERNSHIPS

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

SPEAK UP



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

ASK QUESTIONS



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

BE A SELF-STARTER



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

NEVER SAY NO TO A CHALLENGE



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

SET GOALS



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

ASK FOR FEEDBACK



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

BE A SPONGE



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

TAKE THE REINS ON YOUR DEVELOPMENT



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



featured

21 How Career Connect can help you

➤ HOW CAREER CONNECT CAN HELP YOU

Your partner for success

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

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

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



How-To workshops

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

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

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

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



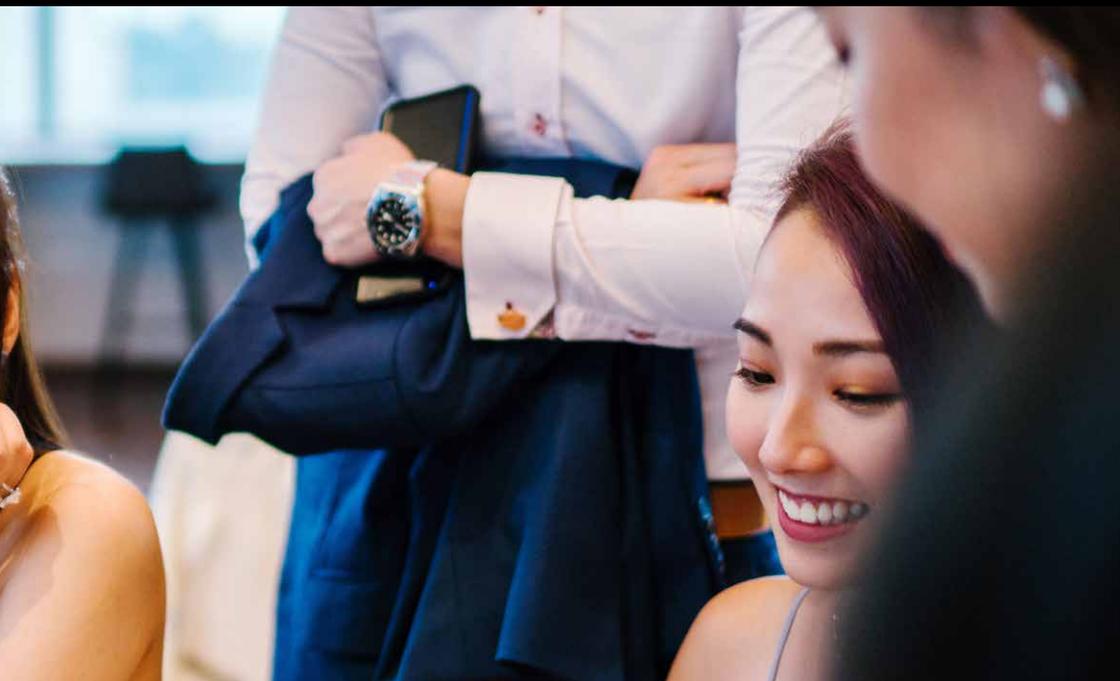
learning opportunities



featured

24 Marketing Internship unit

26 Global Study Program



➤ MARKETING INTERNSHIP UNIT

Ready to kickstart a career in marketing? Then it's time to learn all about YOU.

Hi, I'm Jane Carroll. In my Marketing Internship unit (MKX3631), you'll take a deep dive into your unique skills and talents – and get a chance to use them too!

With this unit, you'll get real-world experience. It gives you the opportunity to develop your personal brand and get a foot in the door in your chosen industry.



Your internship journey

1

DISCOVER
you

2

FIND
your organisation

3

SHOW
your value

4

ENJOY
your rewards

5

KICKSTART
your career

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

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

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

Researching all the organisations and industries that suit you best is the key to finding the right internship.

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

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

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

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

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

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

Interested?

Here's what you need to know.

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

To be eligible, you must:

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

I also highly recommend that you:

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

If you tick all the boxes...

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

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

I look forward to seeing where your marketing internship will take you!

Jane Carroll

Practice Lecturer and Unit Coordinator
Department of Marketing

> GLOBAL STUDY PROGRAM

Do you want to meet the senior marketers behind some of the world's biggest brands – and explore exciting new places?



Hi I'm David Toleman, Unit Coordinator of the Global Study Program (MKX3521/5521).

At Monash, we believe that diversity is the key to success. That's why we've created this program – to expose you to different values, cultures and marketing practices around the globe.

Contributing six credit points towards your degree, this unit will allow you to:

- Connect with senior marketers from organisations of all kinds
- Sharpen your marketing expertise and broaden your perspective
- Form an international network
- Develop a competitive edge in the job market
- Be guided and supported by Monash marketing academics

We run two programs every year

EUROPE

Where: Hong Kong, Mumbai, Paris, Prague and Milan

What: 15 companies to visit

When: Applications open May and close mid-July

ASIA

Where: Beijing, Seoul and Tokyo

What: 9 companies to visit

When: Applications open December and close mid-February

To learn about eligibility, timelines and costs, scan this QR code. You can also contact me at david.toleman@monash.edu.



I'm excited to see what this program can do for you.

David Toleman

Lecturer and Unit Coordinator
Monash Department of Marketing

INDUSTRY OVERVIEW

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

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

featured

28 Industry overview

30 Smartrak

Who could you become?

INSIGHTS ANALYST

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

DIGITAL MARKETING SPECIALIST

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

CREATIVE DIRECTOR

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

PRODUCT MANAGER

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

PERFORMANCE MARKETER

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

CRM MANAGER

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

COMMUNICATIONS AND MEDIA SPECIALIST

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

MARKET AND CONSUMER RESEARCHER

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



Who we are

Smartrak is a key player in vertical market software. Focused on Government, Utilities, Education and Healthcare, we offer a range of software solutions across Australasia and North America. Our expanding portfolios have seen us provide solutions around fleet management, health and safety, field services and mobility.

'Empowering people with information' is our vision.

We have a diverse remote workforce that's passionate about delivering actionable insights to our customers.

As a subsidiary of Constellation Software, Smartrak combines big-business benefits with the dynamics and flexibility of a smaller firm.

What we value

Our values include reliability in our promises; commitment to each other's success; embracing challenge and; a willingness to learn.

These form the foundation of our relationships and how we work – in a high-performance, collaborative and educational environment.

To live our values, we invest heavily in professional development for all staff, promote activities through our social clubs and commit to corporate social responsibility.

Our internship program

At Smartrak, we structure our internship program to give you significant hands-on experience across a variety of departments.

Our desire for development means you'll always be learning. By using the same training tools and platforms you're likely to encounter in your career, you'll be well equipped when you enter the workforce.

As we love to promote talent from within, we look to interns past and present to fill new roles. So, you may even land your dream job with us after completing your internship.

You can apply at any time throughout the year for our part-time and full-time opportunities.

How to apply

Send an email to info@smartrak.com highlighting your interest in an internship. We'll arrange a coffee to meet and discuss details – our shout!



ALUMNI SPOTLIGHT



Matthew Perkins

Passionate | Adaptable | Technologist
Bachelor of Business – Management

While completing my last semester at Monash in 2011, I was fortunate enough to be offered an internship at a digital marketing agency. I later moved from agency to client side. In 2016, I joined Smartrak to lead their marketing communications team.

My career highlights

Taking the plunge from an agency to client side was a tough decision, but it landed me a dream job in my dream sector: 4WD aftermarket accessories. When I joined Ironman 4x4, they had no marketing team – so I was hired to develop that function in the role of Marketing Manager.

More recently, I've moved to Smartrak and now head their marketing communications team. Given my passion for technology and innovation, it's been the perfect workplace for me to develop my skills.

The people at Smartrak are big believers in marketing and invest heavily in it. They support my personal development, allowing me to continually grow both personally and professionally. This keeps the work exciting and challenging.

My graduate experience

Kicking off my career at a digital marketing agency, I was quickly thrown in the deep end. I learnt the ropes of digital marketing, web development and communications strategy – through exposure to a wide range of clients and sectors.

This experience gave me a strong basis for my future career, providing me with the skills and knowledge to understand where I wanted to head in the future.

A word of advice

If you're unsure or don't fully understand something, ask! People love educating.

This doesn't just apply to skills or knowledge though. I landed my dream job at Ironman 4x4 by sending an unsolicited message to their Facebook page. You've got to make your own luck – and back yourself.

INDUSTRY OVERVIEW

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

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

- **Account service:** Taking care of clients and overseeing the creative process – from briefing to delivery.
- **Planning:** Developing strategies that range from top-line to campaign-specific.
- **Creative:** Crafting creative ideas based on client needs.
- **Production:** Bringing approved creative ideas to life, whether it's a TV commercial, event – or anything else!

featured

- 32 Industry overview
- 34 Clemenger Group
- 34 Clemenger BBDO
- 36 CHE Proximity
- 38 Porter Novelli

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.

CLEMENGER GROUP

Graduate programs at the Clemenger Group

At the Clemenger Group, we've employed over 100 graduates – and our programs have been running for more than a decade.

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

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

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

Keep reading to get an insight into each of our businesses and their respective graduate programs.



To register your interest, head to our website by scanning the QR code.

CLEMENGER BBDO

Clemenger BBDO graduate program

Called 'Exceptions to the Rule', our graduate program is ideal if you're keen to enter advertising and communications.

It seeks people with interesting life experiences and a passion for creativity.

You'll spend three months rotating through Account Service and Planning and Production, then take a fixed role for the rest of the program. When the year is up, we hope you'll stay on as a permanent team member.

We also offer the Clemenger internship program. This has multiple annual intakes and is a key feeder into our Exceptions to the Rule program.

How to apply

Applications run from August to early November.

To learn more, visit our careers page by scanning the QR code below.





ALUMNI SPOTLIGHT



Michelle Interlandi

Organised | Empathetic | Resilient

Bachelor of Business – Marketing and Management

Ever since I began watching Gruen as a kid, I've loved analysing advertising and how it influences behaviour. It's why I chose a career in advertising. Now, I work as an Account Manager at Clemenger BBDO.

My career highlights

I can't tell you how many people have told me, 'it's hard to get a job in marketing'. It's as if they're saying, 'give up now'.

But I didn't let this stop me from pursuing what I wanted. Instead, I studied harder, worked smarter and seized every opportunity to differentiate myself and learn.

My MMSS involvement helped. Through their industry events, I connected with alumni who enhanced my understanding of the marketing landscape. In turn, this led to many internship opportunities.

Now, I'm working with big clients such as NAB, MARS and Beyond Blue.

My graduate experience

I did three programs: one each at Mango Communications and Ogilvy, plus Clemenger BBDO's Exceptions to the Rule program.

These experiences helped me build a valuable network. I also gained skills that prepared me perfectly for a role in the advertising industry.

A word of advice

Know yourself. Your strengths and weaknesses. What motivates and challenges you. Where your passions lie.

The better you know yourself, the more easily you'll work out what you want to do, which industry suits you best and who is your ideal employer.

Learn from each experience and remember: everything happens for a reason.

Lastly, have big goals. If you're prepared to work hard, you'll be surprised at what you can achieve.



Who we are

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

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

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

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

What we value

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

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

Our internship program

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

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

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

How to apply

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





ALUMNI SPOTLIGHT



Maddison Lukes

Optimistic | Curious | Organised

Bachelor of Business – Marketing and Statistics

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

My career highlights

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

At CHE Proximity, I've been encouraged to learn, grow and excel both personally and professionally. Major clients I've worked with include Samsung, T20, Mazda, Telstra and RACV.

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

My graduate experience

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

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

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

A word of advice

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

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

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

PORTER NOVELLI



Who we are

We do everything you'd expect of a communications firm that's been a leader in its field for almost 50 years.

We deliver more than expected – plus more of the unexpected. How? With effective and creative business, community, brand and government communications and advice for clients across many sectors.

With our eyes on our audience, we deliver award-winning campaigns founded on research, experience and social media insights.

Though always eager to evolve, we take time to listen and ask questions before we act.

What we value

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

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

Our graduate program

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

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

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

How to apply

Applications are open from 24 February to 29 March.

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





ALUMNI SPOTLIGHT



Madeleine Page

Curious | Driven | Organised

Bachelor of Business – Marketing

Bachelor of Journalism

After graduating from Monash in 2017, I'm now a Communications Consultant at Porter Novelli.

'Consultant' is a vague job title that allows my work to be interesting and challenging. From government to toys, I encounter a range of industries every day. My role also spans mass media and issue management, plus social media and content development.

My career highlights

I love fast-paced environments that require me to be agile and adaptable. Through a wide range of agency experiences, I've gained skills in strategic communications, media relations and content production.

Among my highlights, I've been able to develop contacts across a variety of publications, secure metro TV media coverage and deliver communications strategies that have doubled sales.

My graduate experience

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

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

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

A word of advice

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

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

INDUSTRY OVERVIEW

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

featured

40 Industry overview

Who could you become?

PHILANTHROPY OFFICER

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

CONTENT WRITER

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

FUNDRAISING COORDINATOR

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

COMMUNICATIONS COORDINATOR

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

DIRECT MARKETING EXECUTIVE

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

MEDIA MANAGER

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

INDUSTRY OVERVIEW

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

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

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

featured

42 Industry overview

44 EY

46 Deloitte

Who could you become?

DIGITAL MARKETING CONSULTANT

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

ADVISER

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

CONTENT MARKETING MANAGER

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

SALES CONSULTANT

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

MEDIA MARKETING MANAGER

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



**Building a better
working world**

Who we are

'Building a Better Working World'.

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

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

What we value

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

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

Our graduate program

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

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

Our internship program

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

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

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

How to apply

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





ALUMNI SPOTLIGHT



Jacqui Krew

Positive | Ambitious | Conscientious

Bachelor of Business – Marketing

Bachelor of Arts – Psychology

After starting out as a graduate, I'm now a consultant on the Advisory team at EY Australia (a member firm of EY).

My career highlights

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

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

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

A word of advice

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

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

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

Deloitte.

Who we are

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

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

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

What we value

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

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

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

Our graduate program

After applying for a specific area, our graduates work on real client projects across a variety of industries.

We provide the right kinds of tools and training to ensure all our graduates can achieve career success. This includes mentoring, peer support and e-learning.

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

Our internship program

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

At the end of their placement, some of our Summer Vacationers are invited to join our graduate program.

How to apply

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





ALUMNI SPOTLIGHT



Jade Calle-Warwick

Curious | Adventurous | Empathetic

Bachelor of Business – Marketing

Bachelor of Arts – Psychology

I'm an Analyst in the Digital Consulting department of Deloitte. Consulting is a rollercoaster. You get plunged into new industries and solve problems for clients in unfamiliar environments. But it's incredibly rewarding to know you've made a difference.

My career highlights

I'm not one of those people who knew exactly what they wanted to do in life. That's why consulting was a great career path for me.

I discovered this after realising I didn't want to be stuck in a cubicle doing the same thing every day.

Working in an area like consulting – where software engineers, data scientists and graphic designers regularly collaborate – means there's no such thing as a typical day in the office.

Initially, I never thought that using data to solve real-world business problems would interest me. However, taking extra units throughout my degree gave me a fresh perspective and an edge when applying for internships. In the end, these led me to my current role.

My internship experience

I started at Deloitte as a Summer Vacationer in 2016. During this time, I worked on real client projects. It allowed me to discover what I did and didn't enjoy.

Thanks to this, I was able to determine how well the role suited me before I committed to the job. I loved the internship, so in 2018, I joined the graduate program.

A word of advice

Don't feel you need to have everything figured out. However, do try to take a step in the right direction.

Although no first job is perfect, you shouldn't settle for a role you know you won't be happy in.

Try to find something that really excites you – and turn that into a job. It's easier said than done, but the best way to discover your passion is to experience as much as you can.

So, apply for that internship you've always wanted. Do a study tour and experience a new culture. Or, find a tutor you respect and ask for their advice. You might find the answer where you least expect it.

INDUSTRY OVERVIEW

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

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

featured

48 Industry overview

50 Colmar Brunton

52 The Lab

54 ACRS

56 Forethought

Who could you become?

CONSULTANT

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

DIGITAL INSIGHTS EXECUTIVE

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

ACCOUNT EXECUTIVE

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

BRAND STRATEGIST

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

COMPANY RESEARCHER

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

INDUSTRY ANALYST

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



Who we are

Colmar Brunton is one of Australia's largest customised market research companies. Homegrown, we know more about the country's population than anyone else.

Working across a wide range of sectors and industries, we help our clients deliver better products, services and communications. In fact, we support some of the nation's largest companies through our innovative research, consulting and business solutions.

What we value

From marketers and psychologists to statisticians and designers, we're a memorable mix of high-calibre experts. That's because at Colmar Brunton, our people are our strength.

A melting pot of expertise and backgrounds, our company celebrates individuality and leverages the unique perspectives everyone brings to the table.

We also approach every task with enthusiasm, whether it's identifying growth opportunities in potential markets or testing a new chocolate in our sensory facilities!

Our graduate program

Are you a self-starter who's curious and passionate about market research? Then you sound like an ideal fit for our graduate program.

During the program, you'll play a part in a range of functions – from managing projects to analysing data and interpreting results. From this, you'll gain valuable experience, expand your knowledge and drive your professional growth (all with our support).

Our internship program

Managed by past interns, our internships run monthly for four weeks at a time. During the program, we aim to grow your confidence and show you that the workforce isn't as scary as it might seem.

As a Colmar Brunton intern, you'll work on exciting projects across our three teams: Services, FMCG and Government Public Sector. You'll also gain insight into different research approaches and analysis techniques, which we apply in our strategies.

Many of our team members have joined us through this program. So if you want to launch your career with Colmar Brunton, an internship with us is a smart place to start.

How to apply

We take internship and graduate applications all year round. So if you're interested in joining Colmar Brunton or would like to learn more, contact Roger Kong at roger.kong@colmarbrunton.com.



ALUMNI SPOTLIGHT



Roger Kong

Ambitious | Loyal | Dependable

Bachelor of Commerce – Marketing and Management

I graduated from Monash in 2016. Now, I'm a Senior Consultant at Colmar Brunton. It's the ideal role for me because I get to blend the two things I enjoy most about marketing: strategic thinking and creative expression.

My career highlights

When I started at Colmar Brunton, I was working three days a week while studying full time. It was tough, but it helped me bridge the gap between theory and practice. Once I finished uni, I became a Project Manager.

Today, I lead some of Colmar Brunton's largest accounts. From pitching and attending focus groups one moment to writing questionnaires the next, every day is different.

Some of my career highlights include presenting to 200+ people, working overseas and advising C-suite members and senior marketers from leading brands.

I've also enjoyed watching my hard work transform into real campaigns – and celebrating the wins with my colleagues. My biggest achievement, however, has been helping to develop our graduates and interns.

On a less serious note, I get to bring my dog in every Friday. And I'm the proud founder of the office Jaffle Club.

My internship experience

My internship at Colmar Brunton really opened my eyes to the field.

Working in the Services and FMCG departments, I helped with many interesting projects and learned something new every day.

From my experience, I've discovered that market research can be applied to anything. There's an answer to every question.

A word of advice

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

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



Who we are

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

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

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

What we value

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

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

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

Our internship program

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

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

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

How to apply

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

To learn more, get in touch through **info@thelabstrategy.com**.



ALUMNI SPOTLIGHT



Rebecca Du

Considered | Organised | Dedicated

Bachelor of Commerce – Marketing and Management

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

My career highlights

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

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

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

My internship experience

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

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

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

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

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

A word of advice

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

ACRS

Who we are

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

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

What we value

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

Our internship program

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

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

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

How to apply

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

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



Keen to know more?

Contact clarice.huston@monash.edu.



ALUMNI SPOTLIGHT



Clarice Huston

Curious | Enthusiastic | Confident

Bachelor of Business – Marketing,
Business Law and Communications

Bachelor of Commerce (Honours) – Marketing

After completing an internship with ACRS, I worked with them part-time during my undergraduate degree. When I decided to pursue a PhD, the team was extremely supportive.

As a Research Assistant, I love understanding why people behave the way they do. Marketing lets you solve unique problems creatively – with every business and consumer comes a new puzzle.

My career highlights

My professional journey has just begun, but I've already had some great opportunities. I've been able to organise events, facilitate research projects and contribute to industry publications.

I've written several pieces for RagTrader and Monash's Impact. Collaborating with colleagues on these meant teamwork was essential.

Other highlights have included leading small study projects and contributing to large research initiatives.

For my PhD, I'm investigating e-sports spectatorship and how brands interact with the gaming community.

In the future, I'd like to continue helping businesses make informed decisions.

My internship experience

I discovered the ACRS internship through my first-year marketing tutor.

Market research wasn't an area I'd considered before, so it gave me a good opportunity to explore something different.

The internship led to a part-time job which I worked in while finishing my undergraduate degree. Clearly, I love it at ACRS – I'm still working here while completing my PhD.

A word of advice

Follow your curiosity and always try to learn new things in your workplace and field.

Talk to as many people as you can – you never know what opportunities you'll find. A simple chat with my tutor led to a part-time role and now a PhD. Who knows what will happen next?



Who we are

Forethought is a brand growth firm.

We solve customer-facing growth challenges of ambitious brands by using science to understand consumer behaviour. We give clients the insight they need to make informed management decisions, and to frame marketing and operations investments.

As partners, we help our clients' management teams focus on priority initiatives that will grow their organisation – and their brand.

What we value

At Forethought, we're all about people.

Walking the hallways or passing the kitchen oozes the opportunity to collaborate, laugh and immerse in a culture that's committed to continual learning.

What's more, a lot of us are inherently on a quest to face bigger challenges, delve deeper, understand more – and feed off each other's curiosity.

Overall, Forethought is an energising place to be.

Our graduate program

As a graduate at Forethought, you'll experience all our specialist teams in your first three months. Through this, you'll learn how they contribute to the core of our work: driving our clients' growth.

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

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

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

- Banking & Finance
- Superannuation
- Learning, Property & Enterprise
- B2B
- Travel & Leisure
- Communications
- Healthcare/Pharmaceuticals

How to apply

Applications for our 2020 graduate program open in March and close in April.

To apply, visit our website by scanning the QR code.





ALUMNI SPOTLIGHT



Matt Barton

Inquisitive | Communicative | Pragmatic

Bachelor of Commerce – Marketing and Accounting

I was always interested in ‘making things happen’ and getting people involved. As I began my degree, I was attracted to marketing for its ability to deliver value to people.

I graduated in 2016 and am now a Consultant at Forethought – where I focus on the Travel & Leisure and Retail industries.

My career highlights

During my time at Forethought, I’ve been fortunate enough to present to high-level audiences on issues of strategic importance. While daunting at first, it’s rewarding to be part of their big decisions.

Plus, I love presenting – it’s when the rubber hits the road. All the work we’ve done (pulling together data, insights and recommendations) gets shared with the client. It’s the first step to having an impact.

My graduate experience

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

I switched to a marketing major to complement my on-the-job learning. It was a brilliant mix. The networks and learning I took on through Monash and Red Bull over the following three years were invaluable.

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

A word of advice

While at uni, try your hand at real-world business and marketing practices to test some of the things you’re learning in the classroom.

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

INDUSTRY OVERVIEW

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

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

featured

58 Industry overview

60 ANZ

Who could you become?

MARKETING EXECUTIVE

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

PRODUCT MANAGER

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

BRAND AND INSIGHTS MANAGER

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

MARKET RESEARCH CONSULTANT

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

SOCIAL MEDIA MANAGER

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

DIGITAL STRATEGIST

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



Who we are

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

We're proud to help people achieve incredible things – from buying a home to building a business.

What we value

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

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

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

Our graduate program

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

Our programs are designed to build adaptive graduates by helping you develop the skills to succeed in a fast-paced, digital world.

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

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

Our intern program

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

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

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

How to apply

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

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

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

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



ALUMNI SPOTLIGHT



Lia Zhang

Approachable | Optimistic | Determined

Bachelor of Business – Accounting, Banking & Finance and Economics

After graduating from Monash in 2019, I now work as a Finance Graduate at ANZ. Much like university, there are so many incredible opportunities at ANZ. It's up to us to make the most of them!

My career highlights

Taking on the role of President of the 2019 Graduate Social Committee was an invaluable opportunity. I gained skills in leadership and had the chance to create a great grad culture within my team. It's been such a fun and rewarding experience.

Another highlight was securing a Job Shadow with ANZ Japan.

My graduate experience

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

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

Being part of the program is great. I'm constantly encouraged to try new things and learn from those experiences. I leave work every day having tried something new – that makes it exciting to come in each day.

A word of advice

University is such an important stepping stone into the real world. As you near the end of your studies and explore careers, remember that 'success' will not depend on your ability to secure a specific role at a specific company.

Prioritise building your self-awareness. The better you understand yourself, the more clarity you'll have regarding where you want to go and how to get there.

Lastly, get out and meet lots of different people – building relationships is important at every stage of life.

INDUSTRY OVERVIEW

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

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

featured

62 Industry overview

64 Mondelēz

66 Kraft Heinz

68 L'Oréal

Who could you become?

MARKETING COORDINATOR

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

DIGITAL ACCOUNT COORDINATOR

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

BRAND STRATEGIST AND PLANNER

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

MARKET RESEARCH ANALYST

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

DIGITAL MARKETING SPECIALIST

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

CONTENT PRODUCTION MANAGER

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

SOCIAL MEDIA MANAGER

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

BUYER

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

Mondelēz International

Who we are

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

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

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

What we value

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

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

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

Our graduate program

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

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

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

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

How to apply

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



To explore live opportunities, scan the QR code.



ALUMNI SPOTLIGHT



Reynaldo Yamin

Resilient | Curious | Approachable
Bachelor of Business – Marketing

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

My career highlights

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

My current role has let me learn the different brands and products in the Mondelez portfolio while gaining exposure to various parts of the business. This has helped pinpoint my skillset, passion and goals – to advance in sales and manage a customer account.

My graduate experience

I originally completed an internship with The Lab, an insights and strategy agency. Over my three years there as a Consultant, I researched consumer insights to form strategic brand directions. I worked across clients in several sectors – one of these being FMCG.

In early 2019, I decided to move client-side. Mondelez advertised the role on LinkedIn and GradConnection. From there I joined

the team as a Junior Sales Executive and since, I've continued to round out my commercial experience.

A word of advice

It's important to set goals and map the roles you want. But don't put too much pressure on when you must achieve them.

All experience is beneficial if you make the most of it. Especially if you care enough to learn how and why things are done. Give some thought to the companies and roles that interest you and connect with people to understand their career journeys and challenges.

The Marketing Internship unit is a great way to gain insights and prove your work ethic. Even if there's no job at the end, a hard worker is never forgotten. The impressions you make early in your career could help you for life.

KraftHeinz

Who we are

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

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

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

What we value

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

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

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

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

Our graduate program

The Kraft Heinz graduate program is an 18-month accelerated learning experience with rotations through three commercial areas.

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

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

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

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

How to apply

You can apply for our grad program online by scanning the QR code. To learn more, contact our Talent and Learning Lead at lucinda.thomas@kraftheinz.com.





ALUMNI SPOTLIGHT



Enisa Tran

Persistent | Accountable | Curious

Bachelor of Commerce – Marketing and Finance

After graduating from Monash in 2018, I'm now a National Account Executive at Kraft Heinz.

The ever-changing business landscape is extremely appealing to me. As a creative yet data-focused person, marketing lets me combine imagination with facts.

My career highlights

My current project is to instil business processes. Given the challenges of this work, I've found it rewarding to deliver real and sustainable change.

Once I develop more seniority in the sales department, my next step is to be a National Account Manager.

Eventually, I'd like to venture into marketing as a Senior Brand Manager.

My graduate experience

In my second year of study, I joined MMSS as a Professional Coordinator. Being on the committee gave me a wealth of networking opportunities. My uni connections also saw me intern at a start-up marketing agency.

The experience I gained there inspired me to pursue a corporate career in FMCG. I used GradConnection and GradAustralia to look for opportunities.

I chose Kraft Heinz over other firms due to their values of meritocracy and ownership. Their culture of growing talent in a fast-paced environment also appealed to my ambition to achieve.

A word of advice

Whether it's a personal or professional goal, always complete it to the best of your abilities. Put 110% into everything you do.



Who we are

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

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

What we value

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

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

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

Our graduate program

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

By joining us, you'll enjoy abundant benefits.

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

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

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

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

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

How to apply

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





ALUMNI SPOTLIGHT



Peter Williams

Passionate | Collaborative | Creative
Bachelor of Commerce and Science

I graduated from Monash mid-2018. Having worked in L'Oréal's Professional and Luxury Products Divisions, I'm now a Commercial Management Trainee. Marketing's wide functions make it ever-changing and exciting. I love the creative freedom, consumer psychology and hard data analysis that prove a strategy.

My career highlights

In my first months, I automated reports to let field reps save hours of time and focus on business needs. I experienced L'Oréal's B2B model, grasping how various business functions interact with Marketing.

I was also involved in an influencer photo and video shoot in Sydney. As a hobby photographer, I was thrilled to contribute to the creative strategy and technical film aspects.

I've helped reinvigorate the brand to launch a new product with a large Australian retailer. This involved market research, strategy and product development – plus technical aspects like budgeting and logistics.

My graduate experience

I first heard about L'Oréal, then learnt more via their website and GradConnection. I admired their collection of brands – from mass to luxury to medical.

Once I joined the program, the company was everything I'd hoped. As a graduate, you're even given the chance to engage with L'Oréal's senior leaders. On one occasion we developed and presented a new best-practice meeting process to management. The accepting culture encourages diversity of thought.

The many perks include flexible work, extra annual leave and short Fridays in summer. There's also a huge emphasis on ethics, equality and environmental sustainability.

My next step will be towards brand or product management, then digital and retail brand management.

A word of advice

At first, I was determined to apply for every graduate program in the hope I'd get one or two offers.

After chatting with other graduates, however, I decided to only put my energy into the opportunities I really wanted. That way, my passion for the industry came across in the interview.

I suggest you consider each opportunity and prioritise those you desire most. Put all your energy into your passions. Eventually, you'll get where you want to go.

INDUSTRY OVERVIEW

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

featured

70 Industry overview

Who could you become?

BUSINESS ANALYST

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

PRODUCT STRATEGIST

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

DIGITAL ANALYTICS LEAD

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

CONTENT SPECIALIST

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

MARKETING COORDINATOR

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

INDUSTRY OVERVIEW

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

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

featured

72 Industry overview

Who could you become?

DIGITAL MARKETING SPECIALIST

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

SALES AND MARKETING MANAGER

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

CRM DATA ANALYST

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

USER EXPERIENCE MANAGER

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

MARKETING ANALYST

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

CAMPAIGN EXECUTIVE

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

INDUSTRY OVERVIEW

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

74 Industry overview

Who could you become?

PRODUCT DEVELOPMENT MANAGER

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

COMMUNICATIONS SPECIALIST

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

LOGISTICS MANAGER

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

DEMAND PLANNER

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

INDUSTRY OVERVIEW

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

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

featured

76 Industry overview

78 ANL Container Line

Who could you become?

PRODUCT MANAGER

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

DEMAND PLANNING ANALYST

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

PROCUREMENT MANAGER

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

SOCIAL MEDIA AND CONTENT COORDINATOR

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



Who we are

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

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

What we value

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

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

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

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

Our graduate program

Our graduate program immerses you in our business and processes. It provides

real-world experience to develop your skills across various departments – from trade analysis, shipping operations and sales to marketing and communications.

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

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

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

How to apply

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



ALUMNI SPOTLIGHT



Kristen Richardson

Passionate | Collaborative | Creative

Bachelor of Psychology – Marketing and Management

I graduated from Monash in 2007 and now head Communications at ANL Container Line.

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

My career highlights

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

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

My graduate experience

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

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

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

A word of advice

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

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

about MMSS



MMSS

featured

81 From the Presidents

82 Why we exist

84 Corporate Cocktails

85 Beers with Peers

86 Industry Insights

87 Closing Address

➤ FROM THE PRESIDENTS

Studying at Monash offers you endless opportunities – but it's up to you to make the most of them.



No matter how far you are into your degree, there are so many opportunities available to you. From joining a student society to studying abroad, the hardest part is choosing what you want to do.

Our advice to you is to keep an open mind, try new things and view every encounter as a chance to build meaningful relationships. Take risks and work hard. After all, uni is a valuable taste of the real world.

Our MINDS events offer you many ways to boost your employability while experiencing new things. While you can pick up this Careers Book at any of our MINDS events, you might not have known about MMSS' other offerings. We also host social events including White Night, Mystery Bus and the Annual MMSS Ball, among others. We encourage you to participate in as many of these as possible in 2020.

To us, MMSS isn't just a student society. It's a family. We understand that it is difficult to determine exactly where you see yourself going, which is why we're here for you every step of the way. We look forward to having you join our family and see you make the most of what 2020 has to offer.

Work hard. Play hard.

Laura Jeffries and Charith Jayawardana
2020 MMSS Caulfield and Clayton Presidents

➤ WHY WE EXIST



WE'RE HERE TO CHAMPION YOUR FUTURE

MMSS is one of the largest associations at Monash. With a presence at both Caulfield and Clayton, we exist to help you develop your professional self. Through our premier events, you'll be able to form industry connections, refine your personal brand – and enter the workforce with confidence.

How can you get involved?

Attend MMSS events

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

Our events offer rare opportunities for you to:

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

Stay in touch

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

MMSS Caulfield:
club.mmss@monsu.org

MMSS Clayton:
mmss@monashclubs.org



Become an MMSS member

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

- Early bird and discounted tickets to our popular events
- Exclusive masterclasses, workshops, competitions and drink specials
- Members-only networking opportunities with industry and alumni
- Access 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 – one in Clayton and one in Caulfield. All MMSS members are eligible to apply for a committee position, where you will get the chance to:

- Develop even deeper relationships with industry, alumni and staff
- Help shape events such as the Annual MMSS Ball, Beers with Peers and Corporate Cocktails
- Boost your leadership, communication, management and budgeting skills
- Support MMSS members and event attendees

Get social with MMSS



> CORPORATE COCKTAILS

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



mingle

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

be inspired

Be inspired by the career journeys of different professionals.

learn

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

explore

Explore new career paths and opportunities.



> BEERS WITH PEERS

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



identify

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

engage

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

discover

Discover possible graduate programs and internships open to you.

network

Network with innovative, driven industry professionals.

> INDUSTRY INSIGHTS

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



Topics covered

personal branding

How to establish a strong personal brand – online and offline

recruitment

Recruitment processes in a range of industries

opportunities

The value of graduate programs and internships

resilience

How to overcome workplace challenges

employability

The impact of different personal attributes and skills on employability

careers

Different career paths – presented by professionals in these fields

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

➤ CLOSING ADDRESS

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



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

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

I encourage you to make the most of the knowledge and insights you learn here and to attend MMSS events. Building a network will offer you a distinct advantage, wherever your career may take you.

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

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

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

Wishing you all the best.

Professor Peter Danaher

Head of the Department of Marketing
Monash Business School

MY KEY DATES 2020

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

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

MY KEY DATES 2020

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

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

acknowledgements

Careers Book Publication Director

Laura Jeffries

Careers Book Publication Team

Henal Patel, Joyce Pang & Elisa Tohi

Professional editing

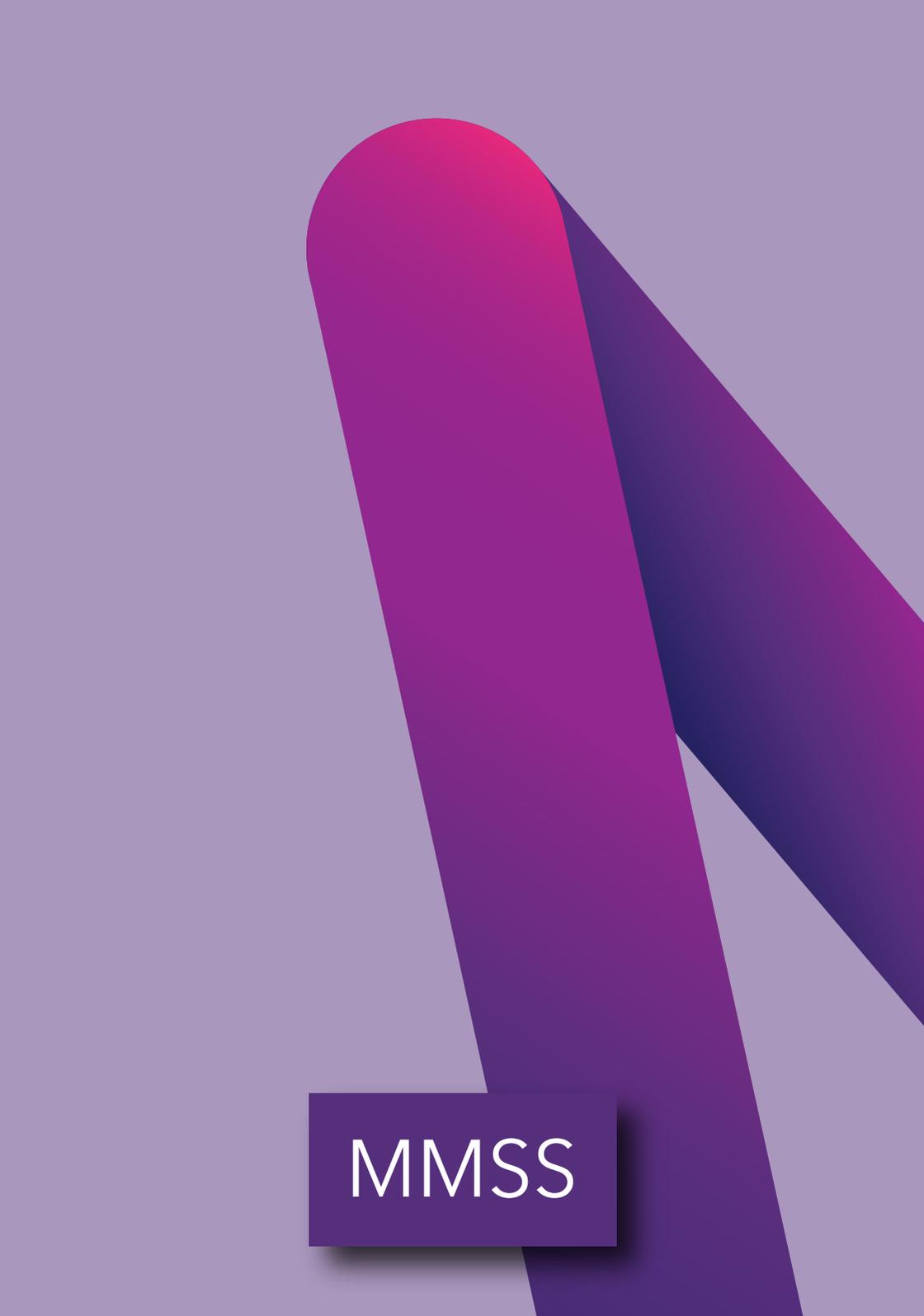
Refresh Marketing

Design

Iconography

Printed by

Intelligent Media

The image features a light purple background with a large, abstract shape on the right side. This shape is a gradient from bright pink at the top to dark purple at the bottom, with a rounded top. A dark purple rectangular box is positioned at the bottom center, containing the text 'MMSS' in white, bold, sans-serif font.

MMSS