



Careers for

Marketing Graduates

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Foreword

Imagine the first two hours in a typical person's day: chances are they will have a shower, eat a bowl of cereal, drink a latte while reading the newspaper and take a ride on a train. How many goods and services have they bought during this time? Potentially more than fifty, and all before the day has really begun.

What about the times when we buy 'big' things like a car or a house? How many products and services are we actually paying for – a thousand or more? For a large house, this number is in the tens of thousands. Even when we go to the doctor or the dentist, we are effectively buying their training and expertise. When a politician or leader tells us something, we decide whether or not to 'buy' what they have to say.

Buying things – goods, services, ideas – usually involves making a choice. Which newspaper do we prefer to read on our train ride to work: the one that is easiest to hold or the one that is more informative? Which coffee shop will we go into on our way from the train station to the office: the one that serves the best coffee or the one that is more welcoming? Whether we are aware of it or not, marketing is constantly at work, informing our choices by helping us sort through all the options.

Broadly, marketing specialists use a range of special skills and tools to meet consumer needs with respect to goods and services. Marketing has been around for a long time, but the profession has become more sophisticated and specialised in recent years. This is an exciting and challenging field on which you might decide to make your mark after learning more about the roles and functions that distinguish marketers from other professions.

Julie Farthing

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Introduction

Selling goods and services has become increasingly complex in a global, technologically-advanced world, creating issues for everyone in the supply chain. How does an Australian designer maintain her business when consumers can buy the latest fashion straight off the catwalk in Milan, or a cheap copy via eBay, months before she has had a chance to replicate them? How do movie distributors compete with internet download tools and global travellers who have purchased and viewed movies long before they are marketed in Australia?

Like it or not, we are a society of consumers. But with customers becoming more media-aware, developing marketing campaigns that work and making decisions about where and how to advertise is becoming more and more challenging. Literally everything is a marketable product, effectively meaning that every business, organisation and individual entity needs a marketing strategy; this extends to service organisations, government departments, e-businesses and boutique operators. Even people looking for work are developing their own personal brand. Marketers' expertise is no longer seen as a luxury, but as an essential part of business strategy.

An effective marketing strategy can make a real difference to an organisation's bottom line. Businesses and organisations of all shapes and sizes are turning to marketers.

Marketing activities support everything from the birth of an idea, through conceptualising a product, to persuading people to buy it. Those at the retail end are also involved in marketing, using their product knowledge to help consumers make the best choices.

While there is a vast number of roles and activities that come under the umbrella of marketing, there are some commonalities between them. All marketers are:

- interested in knowing about people's purchasing decisions
- fundamentally interested in the 'saleability' aspects of an item or group of items
- more focused on creating ideas about a product or service than in the product/service itself (however their input helps create new products as well).

Some people in the marketing industry focus on short-term results (e.g. conducting an advertising campaign), while some develop long-term strategies. Others again focus on maintaining a continuous public image while others respond to crises and avert potential disasters.

Where do Marketers Work?

Marketing is all about knowing what people want and trying to satisfy that want. This comes from understanding why people buy and don't buy, identifying gaps and recommending new product lines or suggesting new ways for the product to be offered to potential customers.

(Source: www.apm.com.au)

From this description we can deduce that marketing is an all-encompassing term that includes a range of activities that help people sell their products and positively promote their organisations. Just about everyone in business needs marketing expertise, and smaller concerns will often outsource components of their marketing to boutique companies or individuals.

The Australian Marketing Institute (AMI) uses the following definition and statement for marketing:

Definition

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

(Source: American Marketing Association)

Statement

Marketing creates value – for customers, shareholders and society as a whole. It does this by creating an alignment between what consumers value and what organisations offer. It offers techniques that help firms better understand the needs, preferences and perceptions of their customers (a prerequisite to adding value to them), and ways of using that understanding to focus the value-creating and communicating activities of the firm into areas where they will be most effective.

(Source: Styles & Roberts 2001)

As an example: a marketing group is engaged by a large travel company to build its profile and gain a greater market share. The marketing group might also undertake research into people leaving Australia to find out where

they travel and why. They might then recommend holiday packages to certain destinations based on their findings. This might lead to rebranding of the travel company into niche areas and an accompanying advertising and ongoing public relations campaign.

Marketing professionals may be employed by companies that manufacture or distribute consumer or industrial goods, or by providers of business services. They may also work in discreet marketing, advertising, e-commerce, promotions, insurance and banking organisations. Increasingly, marketing officers are employed by government departments and non-government organisations (NGOs), charitable entities, sports organisations, schools, TAFEs and universities.

Scope of the Sector

The marketing industry includes a range of activities and functions.

Market Research analyses buyer behaviour and response patterns to find out what makes consumers desire a good or service, and to establish ways to increase this desire. Insight into people and what makes them respond to particular stimuli is an important prerequisite, as is the ability to organise information in a way that is useful to others in the marketing chain. For example, market researchers might convene a focus group to find out what kind of advertisement makes people respond positively. This helps them to design and implement appropriate campaigns to tap into this public reaction and/or to change buyer behaviour.

A market research group may be interested in why people take holidays, where they currently go and the demography of the people who go to particular places. Take for instance an Indian travel company that wants to attract over-50s because these consumers have significant spending power. Market research is undertaken to build useful information for advertisers and sales promoters. This might also identify the type of advertising package that would attract the over-50s market.

Advertising involves attracting public attention to a product, service or business through creating or tapping into a need. Advertising people are usually highly creative and use multi-sensory tools to provoke some kind of emotional reaction in consumers. They employ a range of strategies to make people buy into the 'idea' of how a particular product will change their lives for the better.

The advertising company charged with developing a campaign for the Indian travel company might want to make over-50s feel there is something missing from their

Marketing is...understanding why people buy and don't buy, identifying gaps and recommending new product lines or suggesting new ways for the product to be offered to potential customers.

(Source: www.apm.com.au)

lives if they don't tap into the cultural enlightenment that India has to offer.

Direct Marketing usually occurs through telephone sales, solicited or unsolicited emails, catalogues, leaflets, brochures and coupons, and increasingly via the internet. Direct marketing has traditionally been used to sell products and services, but more recently it has been used for purposes such as political electioneering and providing total product care. Today, direct marketing is often handled by inbound call centres where staff is trained in up-selling or presenting new solutions to customers.

For example, a person who has recently been to Bali will be contacted about a promotion by the Indian travel company on the assumption that if the traveller wanted to go to Bali they might also be interested in a holiday in India.

Digital Marketing is increasingly necessary to attract tech-savvy consumers and also tap into existing powerful communication tools. Digital markets have the ability to attract customers through internet media such as blogs, click throughs, RSS and other streaming

technologies (e.g. web widgets and microsites), as well as via mobile phones, SMS/MMS, display and banner ads, and digital outdoor.

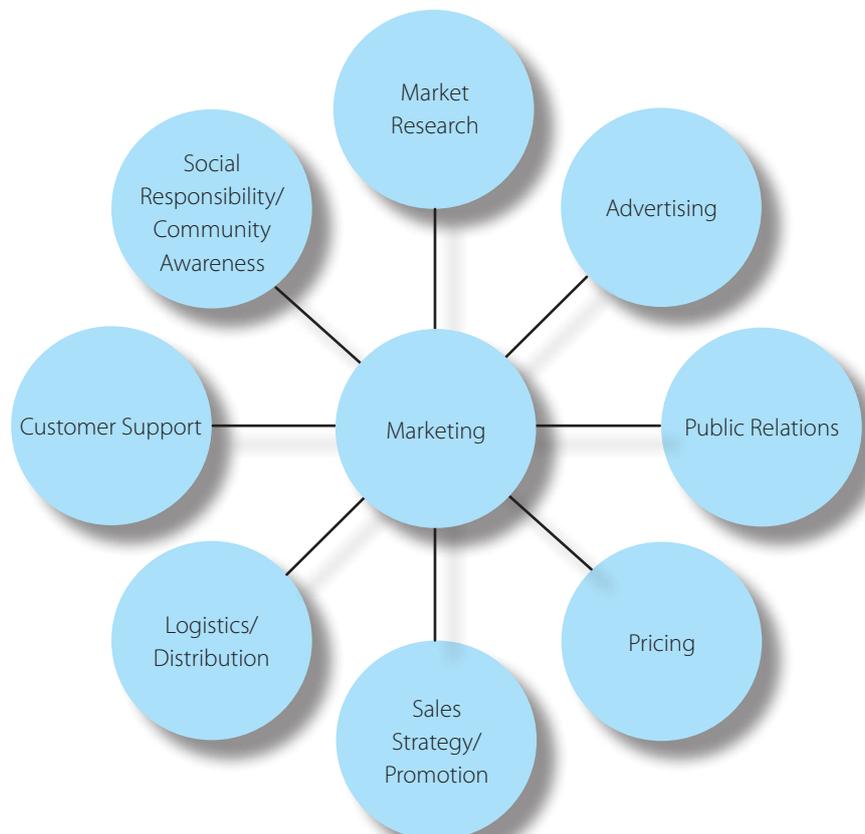
(Source: www.strangecorp.com)

Many firms employ digital marketing specialists. Agencies are enhancing their digital capabilities by hiring digital strategists, designers and specialist digital creative teams who have expertise in using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner. Generalist marketers also need to become proficient in digital marketing technologies. This trend is affecting the traditional sales promotion methods as advertisers rush to make use of virtual space.

Your travel agent can contact you via SMS to alert you to its latest fare sales at any time, and you can respond with your credit card details to secure your ticket immediately.

Sales Promotion (sometimes known as 'relationship marketing') usually targets existing customers or those who have 'opted in'. Frequent Flyers, Fly Buys and store loyalty cards are all examples of sales promotions that make it easy for customers to use the supplier more

Key activities within marketing are:



frequently, and to buy more when they do. Sales promotion also happens via merchandising, sampling and trade shows. This work aligns with events marketing.

Many airlines now offer cheaper holiday packages to people who book directly through their websites, reducing the number of people who need travel agencies. Airlines will happily send you details of their specials to try to land your future business.

Public Relations (PR) includes a range of activities used to establish and promote favourable relationships with the public, media, businesses and other organisations. PR specialists primarily use the power of the word (spoken and written) to present the public face of a person, a brand or an organisation; they need to be powerful influencers, as well as able to think creatively and spontaneously to troubleshoot and provide damage control as required.

When a foreign ambassador arrives in the country, PR staff may create his speech and media releases. PR staff in to stop an airline losing its credibility when a flight is cancelled, or to limit the impact of a traveller's lawsuit by carefully selecting the information that will be presented to the media. It is easy to see why PR people often have some training in journalism (though these are divergent disciplines in many ways). The Indian travel company might call on its PR team to minimise public outcry when a landslide has trapped Australian tourists travelling on one of its buses.

Other marketing-related activities include:

Events Marketing (often known as **MICE** – Meetings, Incentives, Conferences and Events) is the selling of products through specific events such as concerts, sports contests or art exhibits. Events might be created specifically for the purpose of selling a product. An event can create an environment attractive to the product's target market, and the marketer can give away free samples and special promotional material while developing a positive image for the product:

- **Meeting:** this may occur on an ad hoc or informal basis, or through existing meetings e.g. committee meetings, AGMs.
- **Incentive:** a meeting or event is held to offer participants a reward for having purchased a product or service; this reward might be in the form of discounts, restricted product offers etc.
- **Conference:** using a pre-targeted audience (this term also encompasses 'congress', which is a much larger event such as 'World Youth Day').
- **Event:** the opportunity to display products and services at an event at which the audience type is largely unknown but may be predicted.

Sponsorships: Sponsors are partners of an organisation or entity. They partially or wholly fund and/or resource an event, cause or activity. Some events might not take place without the support of sponsors. For example, using a sponsor's quality email list to create a series of co-branded emails to build event awareness will save time and money. Marketers may be engaged in finding and securing appropriate sponsors, and incorporating these into the overall marketing strategy.

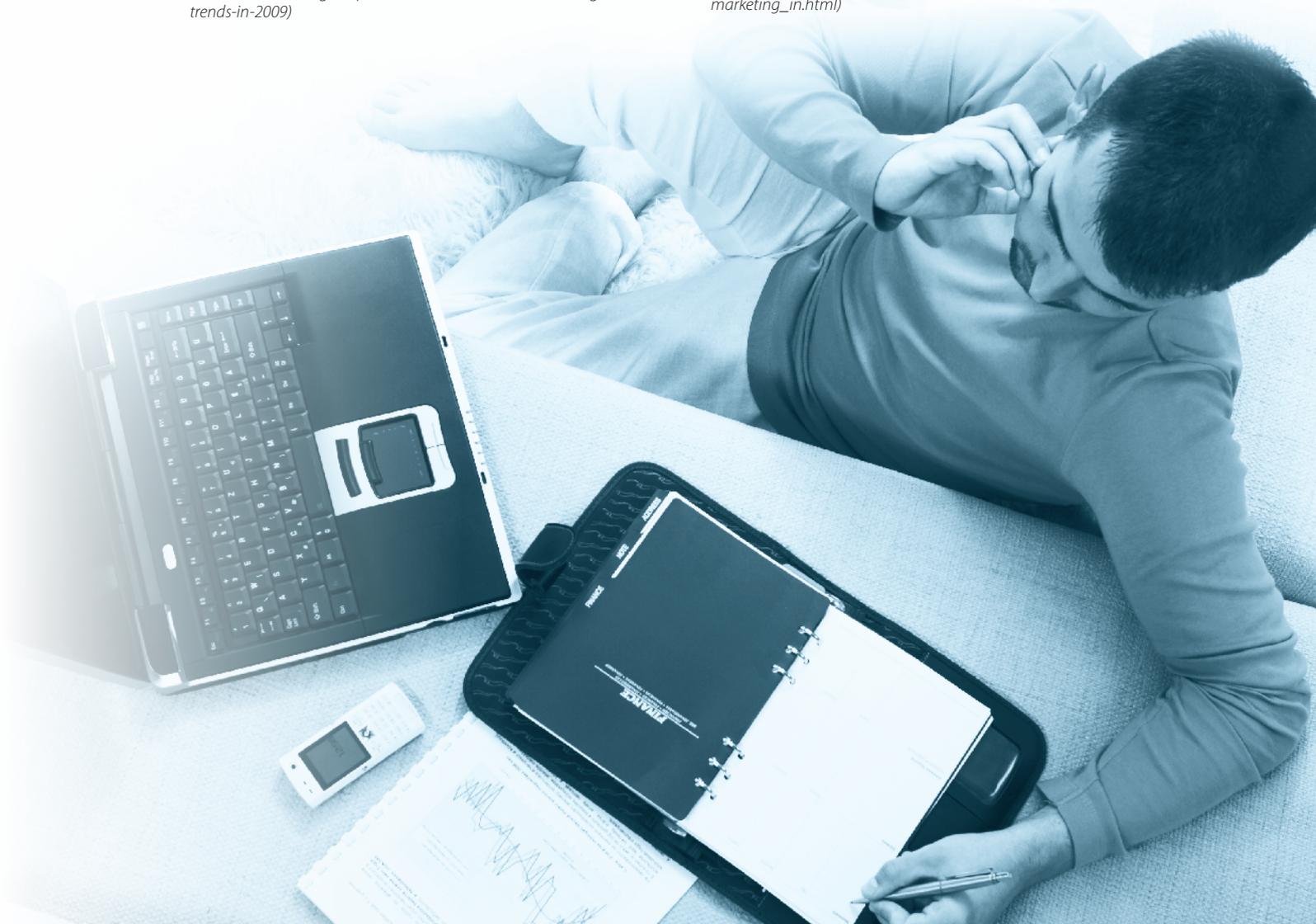
Digital marketing is increasingly necessary to attract tech-savvy consumers and also tap into existing powerful communication tools...Many firms employ digital marketing specialists.

Industry Trends

1. **Digital technologies** have been embraced by the public and have become the new social networking tools. This has forced marketers and advertisers to rethink their strategies in order to make the best use of this trend. This includes:
 - **Use of creatives:** The need for high-level creatives is just as important in a digital environment to achieve the right design, the right copy and the right message to reinforce the brand. Creatives need to be digitally-aware and trained in the use of appropriate tools.
 - **Use of social networks to create User Generated Content (UGC):** A Universal McCann study in 2008 found that only 14 per cent of users trust advertising, whereas 78 per cent trust recommendations of other consumers. Marketers are tapping into UGC such as blog comments, product and video reviews, creative competitions, galleries and other web-based content. Aside from benefits like credibility and distribution, this means advertising is free, but those who advertise this way require excellent web writing skills for blogs, multimedia skills for RSS, and video streaming and web tools expertise (such as for creating mash ups etc.).
2. **Changing consumer habits:** Aligned with the rise in digital technologies, consumers (particularly Gen Ys and Zs) are reading fewer newspapers and accessing less broadcast television and commercial radio stations. The demise of mass communications in favour of more personalised delivery of content (through web tools such as igoogole.com etc.) is significantly impacting the advertising and marketing industries. These constantly need to embrace new technologies (such as iPhones) to get their messages to consumers.
3. **Changing consumer demography:** The fact that at least 50 per cent of the Australian population is over 45 is starting to change traditional marketers' perceptions about how to do things. The older demographic has significant buying power but the industry is only just starting to shift its perception that anyone over 35 is 'past their use-by date'. Marketers, who are often under 35, have held a very narrow idea of what 'grey' consumers are interested in, a view often reinforced by the idea that older meant unwell, unfit and inactive. Changing perceptions can also create new opportunities for marketing professionals who are in this age group.

(Source: www.strangeorp.com/news/view/online-marketing-trends-in-2009)

(Source: http://blog.futurelab.net/2006/10/top_ten_trends_in_marketing_in.html)



4. **Move away from a purely 'big business' support service:** Schools, universities, hospitals, community organisations, professional associations and other not-for-profits are all vying for clients and customers, and are finding that a good marketing strategy is essential. Smaller businesses are also finding the need for marketing specialists as competition becomes an increasing factor.
5. **Changes to traditional agency model:** In recent years the rise of non-traditional media has seen the emergence of a different kind of agency. Rather than the traditional copywriter/art director/account service model, agencies like The Glue Society (gluesociety.com) and Naked Communications (nakedcomms.com) operate more like a collective of creatives, long-form writers, directors, designers, artists and thinkers. Rather than conducting traditional television commercial (TVC)/print/radio/outdoor campaigns, agencies tend to promote themselves as providing media-neutral solutions like branded content, in itself a rapidly growing area. Many traditional agencies are also jumping on this bandwagon.
6. **Responses to fluctuations in the economy:** The advertising industry is one of the first to be affected by economic downturn as clients slash their advertising budgets, leading to retrenchments and a subsequent lack of new job opportunities. Those in the industry predict that the 2008-09 global recession will make the employment market much tighter for several years.
7. **Ethics and accountability:** Marketers have a way to go to shake off the 'snake oil seller' label, but this is being aided by the rise of the sophisticated consumer who resents being treated as having a low IQ and/or compulsive buying habits. Powered by the emerging trend towards the need for corporate, social and environmental responsibility, marketers are increasingly boarding the ethical bandwagon as a way to differentiate themselves from the pack.
8. **Market research:** The market is changing at a rapid rate, and this includes consumer wants. In combination with UGC and verbal recommendations, this means that many of the traditional market research methods (like focus groups and population surveys) may become less in demand in the future.
(Source: http://blog.futurelab.net/2006/10/top_ten_trends_in_marketing_in.html)

For further information about trends in marketing go to:

<http://www.ami.org.au>

<http://blog.futurelab.net>

<http://www.strangecorp.com>

<http://www.trendspotting.com/blog>

One of the key attributes of a successful marketer is “a relentless curiosity about human behaviour and the way individual and community transactions take place in an organised society”.

(Source: <http://www.ami.org.au>)

Careers in Marketing

Marketing as a sector employs people across a range of organisations, taking on roles with titles such as:

- Market Analyst
- Marketing Assistant
- Marketing Communications Coordinator
- Marketing Consultant, Officer, Representative
- Marketing Coordinator
- Marketing Manager, Executive, Director
- Marketing Strategist, Planner.

The AMI website tells us that one of the key attributes of a successful marketer is “a relentless curiosity about human behaviour and the way individual and community transactions take place in an organised society”.

(Source: <http://www.ami.org.au>)

Increasingly, marketing specialists are seen as integral in driving business success from the strategic planning stage through managing stakeholder relationships, and from the supply chain to the customer.

The difference between a social media marketer and a ‘regular’ marketer is their point of view. A regular marketer is usually product-minded and aims products (or content etc.) at target groups, while a social media marketer is consumer-minded and matches groups of people with products. A social media marketer is also far closer to the end-user.

Social media marketers might come from traditional marketing or public relations work, or they may be bloggers with strong writing skills. A high level of skill with the latest technology and awareness of leading social communities are essential.

Career Planning

Marketing qualifications are numerous and obtaining a degree in Marketing, or a double degree in Marketing/ Psychology, Marketing/Commerce, Business/Marketing etc. will set you up with a good introduction to the industry.

Once you have finished your course you may obtain a role as a Marketing graduate or intern – and you will be more competitive if you already have some work experience in the field, either as a volunteer or through a field placement. If you are seeking an entry level marketing position, searching career websites under ‘Marketing Graduate’, ‘Sales Cadet’ and ‘Marketing Assistant’ will provide the largest number of available positions. For more specialised roles try searching under those above that appear to best match your interests, skills and qualifications.

Marketing people who are technology-savvy are in hot demand as older marketing professionals struggle to keep up with the scope and potential of the internet, blogs, vlogs, social networking sites and email-based marketing.

Opportunities do still exist for people without Marketing qualifications, but most are now expected to be undertaking some form of training and ongoing professional development.



Graduate Profile

Daniel Perotti

– *Diploma in Market Research; Bachelor of Commerce (Marketing and Management); Masters of Commerce (Marketing), University of Adelaide*

"...attending...events to network is important in making contacts that may be able to help you get work experience. Not only that, but in the marketing industry, networking is crucial in everyday work."

I originally enrolled in the Bachelor of Commerce with the intention of studying Accounting, however, after the first year of my course I chose Marketing and Management instead. I then went on to do my Masters in Commerce (Marketing). I also obtained a Professional Certificate in International Trade.

While I was at university I undertook related work experience wherever I could. Apart from work experience, in my first year of uni I became a member of the Australian Market and Social Research Society (AMSRS) and the Australian Marketing Institute (AMI). Both of these organisations hold events aimed at professional development but they also serve as networking functions where attendees can meet marketing professionals in the industry. I found this useful in making contacts when it was time to get a job.

Also during my uni studies I worked casual/part time as a checkout supervisor at Target. The year after I finished I was promoted to Sales/Stock Coordinator at the state office. A few months after I'd finished my masters course, I was asked by the International Trade subject lecturer to do some contract work for AWB regarding import and customs policies for 10 or so countries of interest. A year later I finally got my first marketing job at Advertiser Newspapers and I am currently the Marketing Information Strategist.

The newspaper industry is definitely a challenge. My role involves market research, analysing this research

and then providing results to our marketing, advertising and circulation departments and senior management. Part of the role is to look at trade marketing (business to business) to our advertising clients, media agencies and the media in general. I also enjoy putting together trade presentations and campaigns aimed at our clients. I also love the team that I work with; I think having the right people is as important as enjoying the work itself.

This role has helped me to develop strong analytical and communication skills, as well as how to better prioritise work as I quite often will have three or four things going at once. My company provides ongoing learning and development, and I am always supported if an internal position comes up and I consider applying for it.

I have been President of Magnet (now called Emerging Marketers) for over a year now; this is the young marketers group of the AMI and its main aim is to provide networking and development opportunities through events and other initiatives. We host four or five events and run two or three internships/awards during the year, promote ourselves to uni/TAFE Marketing students and to marketing professionals to get them involved, and establish relationships that will benefit Emerging Marketers and its members. This role has helped me attain a position of Councillor on the South Australian branch of the AMI.

My advice to students wanting to get into marketing is: get exposure to the industry, either through work experience or networking, but preferably both, while you're still studying. While academic qualifications are definitely important, industry experience will give you the edge. Joining organisations like Emerging Marketers and the AMSRS and attending their events to network is important in making contacts that may be able to help you get work experience. Not only that, but in the marketing industry, networking is crucial in everyday work, so doing this while at uni will give you some training for later on. As far as qualities go, marketers need to have some quirkiness in their personalities. While it's obviously still possible to get a job without this, I think this quality can help a person establish and maintain exceptional working relationships which can in turn help that person to be an exceptional marketer.

...marketers need to have some quirkiness...this quality can help a person establish and maintain exceptional working relationships... [and] be an exceptional marketer.

Daniel Perotti – Diploma in Market Research; Bachelor of Commerce (Marketing and Management); Masters of Commerce (Marketing)

Careers in Advertising

"If you are fascinated by consumer insights, interested in brand strategy and passionate about creative ideas, take a serious look at advertising."

– The Advertising Federation of Australia (AFA).

(Source: www.afa.org.au)

An advertising agency may be a small creative shop with one or two workers or a major operation employing several hundred people. According to the AFA there are about 250 major advertising and marketing agencies in Australia, with perhaps another 1,000 small advertising and marketing consultancies. There are around fifteen ad agencies with major international networks, operating a number of offices in Australia. Competition for roles is fierce and it is important to maintain a positive attitude if you want to enter and maintain a place in advertising.

Advertising roles include:

- Account Service: Account Manager, Account Executive, Account Director and Client Service Director (often known in the industry as 'suits')
- Strategic Planner
- Creative: Copywriter, Art Director
- Studio Production: Finished Artist, Layout Artist, Desktop Publisher
- Print Production: Production Assistant, Production Manager
- Television and Radio Production
- Web Designer
- Internet/Online Producer/Strategist
- Support Roles.

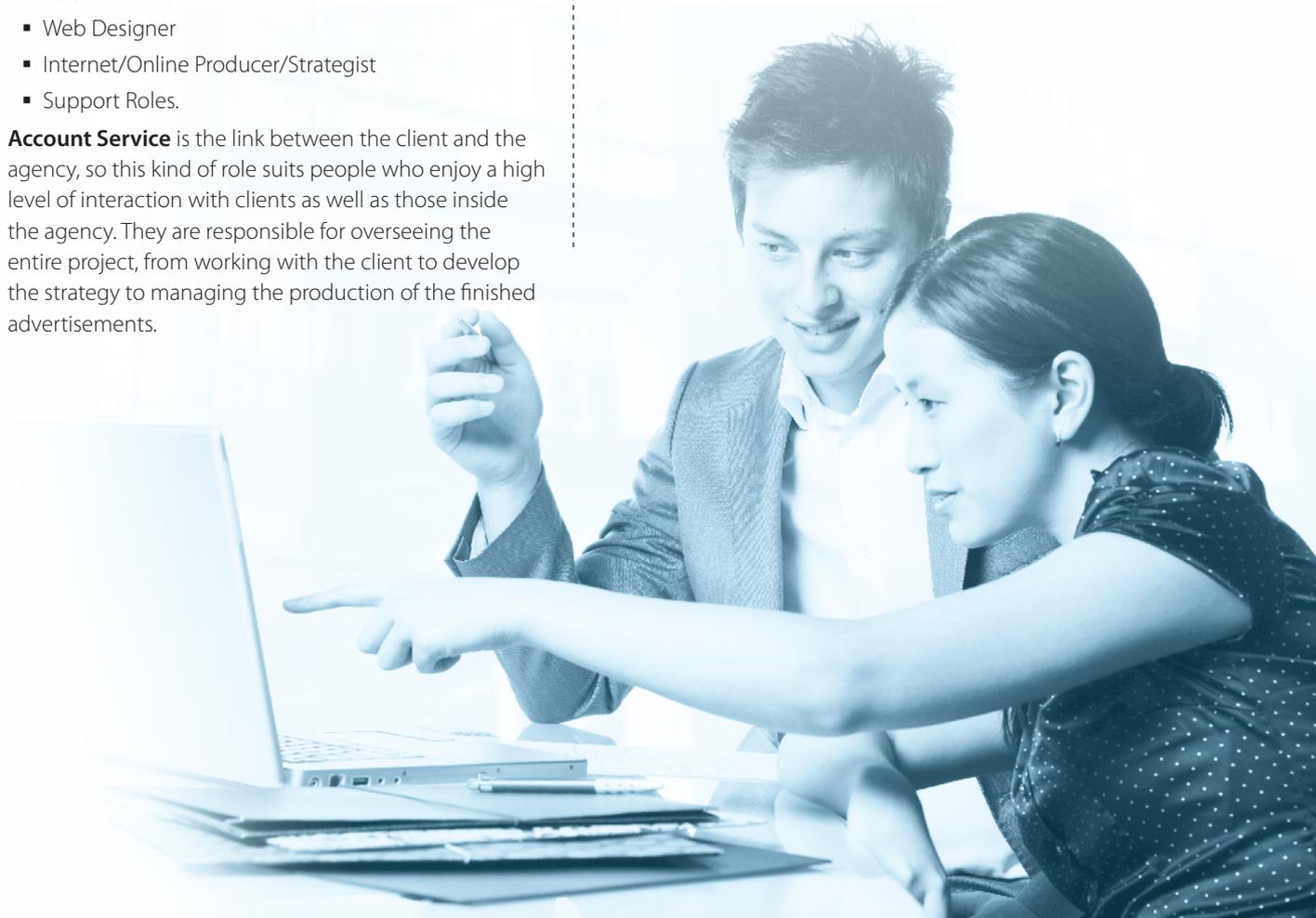
Account Service is the link between the client and the agency, so this kind of role suits people who enjoy a high level of interaction with clients as well as those inside the agency. They are responsible for overseeing the entire project, from working with the client to develop the strategy to managing the production of the finished advertisements.

Strategic Planners focus on consumer behaviour to understand their dreams and what drives people to buy (or not buy), and use this information to come up with a creative brief. Traditionally strategic planners used market research methodologies like questionnaires, demographic data and focus groups but this has proven to create misleading data as consumers are not in their natural environment and tend to provide the information they think is expected. Nowadays, strategic planners spend some time in active research, eavesdropping on conversations in a food court, observing behaviours at an expo, or watching who goes into a particular store and which items they look at.

Work life for strategic planners today is usually a mix of action research and quiet contemplation. Planners thus form a link between account service staff, the client and the creatives.

Agencies usually recruit account service and strategic planners straight from university.

Creatives are the ideas people who then turn these ideas into ads. The copywriter and art director work as a team to come up with the idea. The copywriter then writes the words while the art director takes care of the visuals. The result will depend on the media: television commercials, newspaper and magazine ads, radio scripts, posters, brochures or digital media.



Copywriters can come from a range of disciplines and backgrounds; Communications and Arts (majoring in English, Professional Writing or Journalism) degrees are highly regarded. For these roles, though, talent is the main asset, and often some concrete evidence (e.g. a portfolio of ideas and work) displaying creative flair and technical expertise will make the qualification less important.

Studio Production happens in a workshop where audiovisual ads are produced (e.g. for radio and TV), and written ads (such as brochures and catalogues) are turned into finished artwork.

Studio workers, especially desktop publishers, usually need a Graphic Arts or Multimedia diploma or degree, a high level of computer literacy and possibly Computer-Aided Design (CAD) knowledge.

Media Planners are responsible for organising and purchasing space on television, radio, outdoor advertising and in magazines and newspapers; researching and developing media plans; and identifying target audiences and media outlets in order to maximise their clients' advertising campaigns. They liaise between clients, the creative team and sellers of advertising space; recommend media mixes and frequency in accordance with advertising budgets; and undertake research into specialist areas. Media agencies, new media agencies and full service agencies typically employ media planners. Media planners need to be innovative; have good judgement and attention to detail; must be able to work well under high amounts of pressure; must possess excellent analytical, organisational, communication, interpersonal, customer service, time management and computer skills; and have a strong and genuine interest in media and advertising.

Entry into media planning roles is usually via a degree specialising in Marketing, Communication and Media Studies, Psychology, Social Science, Business Management or Advertising. Experience in the field is also highly regarded.

Corporations will always need ideas to help them promote themselves...It is the job of advertising creatives - copywriters and art directors - to generate those ideas.

Brendan Greaney, Senior Copywriter

Print Production personnel may work alone or in a team depending on the size of the agency. They liaise closely with every department within the agency to make sure print work is completed on time and to a consistently high standard. Print production also briefs photographers, illustrators, re-touchers etc. to ensure the ads, posters and printed material the agency produces are technically correct and delivered on schedule.

Print production personnel usually begin as production assistants or 'gophers' in an art room and move through to production manager roles as their knowledge of the advertising process, printing and production techniques expands.

Television and Radio Production involves putting all the elements for a commercial together, organising shoots for TV or recordings for radio, obtaining quotes, selecting actors or voices, and ensuring the project is completed satisfactorily, on time and within budget.

Usually larger agencies will have more than one TV producer plus an assistant or two; in smaller agencies it is not uncommon for freelance TV producers to be hired who might work from home for a number of agencies.

A number of universities, TAFEs and private colleges have radio and TV production courses. On-the-job training is also provided.

Web Designers put together graphic presentation for a client's website by creating and designing the site and incorporating the branding of the client's product or service. They develop site navigation by integrating the information flow with technical solutions. They also select the course/workshop and technology (hardware and software) to suit the design and apply different techniques and appropriate media for banner ads.

Entry into web design is via a diploma or degree in Commercial Web Design and a folio of work, together with on-the-job training.

Internet/Online Producers create solutions that improve the overall business position and conceptualise and define overall client solutions. They also work with external parties and suppliers to develop client solutions; manage production, workflow and output; and project manage creative concept production.

Online Strategists or Developers have extensive knowledge of new media, especially the internet, as well as working knowledge of other new media forms such as Digital TV and WAP (Wireless Application Protocol). This role encompasses client strategy, business development, creative consulting, analysis, education and extensive communication.

Internet and online producers and strategists are senior roles towards which advertising agency staff can work.

Support Roles are required for most agencies; these include couriers and admin staff who ensure work flows smoothly through agency departments and to the relevant media. They also dispatch materials and receive mail. Media buyers communicate with media providers to negotiate needs and costs. This is very much an analytical, brokering job and requires strong organisational skills, attention to detail and tight control.

Support roles are excellent entry points for people wanting to break into the industry, including those currently studying.

The Life of a Copywriter

Brendan Greaney, Senior Copywriter

Advertising agencies exist at the point where the world of business meets the world of art. Corporations will always need ideas to help them promote themselves. By and large, it is the job of advertising creatives – copywriters and art directors – to generate those ideas.

As a copywriter, I work in very close partnership with an art director to crack the idea based on the brief from account service. Usually this involves days on end sitting in a windowless room scribbling random thoughts on

pieces of paper and sticking them up on a wall. After hours of silently screaming at the blank wall, you go home in despair only to find that the best ideas will come to you on the train, in the shower or while you're out walking the dog. This is why it's a good idea to always have a pen and paper handy.

Hopefully after a few days you have half a dozen or so ideas to take to your creative director (CD). If you're lucky, your CD will whittle the list down to two or three which are deemed worthy to work up. You then review these with account service, senior management and some guy from the interstate office you've never met. If all goes well, you then present them to the client who takes your ideas back to the office and shows their boss, colleagues, spouse, cleaning lady and anyone else who happens to be walking by (although not necessarily in that order).

If by some miracle your idea gets approved, you then get to make an ad. Needless to say, the attrition rate for ideas is cruelly high. I would estimate that only about 1 out of 30 ads I write ever gets made. Trust me, you need to develop a thick skin.



All of which sounds rather gloomy until you look at the considerable upside. The occasional overseas shoot, the all-day edit sessions complete with 5-star catering, the interesting people you get to work with everyday, the variety of business challenges you have to solve, talking the client into letting you cast a celebrity you've always wanted to meet, the fact you never have to iron a shirt unless you're going to an award show and most of all, the tremendous sense of satisfaction you get when you see an idea of yours come to fruition.

Yes, the hours are long and the work can be very stressful, but it can also be extremely rewarding. No matter how much the traditional media landscape changes, as long as businesses need to promote products, there will always be a role for creatives who can generate new ideas. If you'd like to become one, look for a course that lets you build a solid portfolio to take to creative directors when you leave. Become a student of ads – not just the ones you happen to see on TV or read in magazines. Look in the industry press, visit the industry websites and read the award annuals. Immerse yourself. Not only will it improve your own ideas but it will also show a potential CD that you are keen.

Above all, have fun!

Getting Work in Advertising

Most positions in ad agencies are never advertised. Direct application to the agencies or networking through personal contacts are the best approaches. Competition is intense so patience and persistence (plus the ability to handle and learn from rejection!) are important traits. For many roles you generally have to prove your aptitude first; this is best achieved through a combination of formal study, work experience and a great folio of work. Contacts are also very important, both to help you find work and to recommend you. If you don't know anyone, ask your teachers and/or join an association, attend networking functions and offer to work on small projects (for free if necessary).

The work is fast paced, high pressure and demanding. Learn to expect the unexpected; people who work in advertising claim that they do not have an 'average' day. It is not hard to see why most advertising professionals are under 35!

Build a portfolio of writing samples that you can show to prospective employers. Getting your own work published independently can add to this and also highlight your versatility and tenacity.

Media Agencies

These work alongside advertising agencies to ensure that the message is seen, read or heard by the right target, at the right time, in the right environment and at the right price. With a large volume of a marketing budget allocated to media investment, efficiency in delivering a strategy that meets the needs of the campaign is vital. There are 10 core job areas within a media agency, each of which utilises specific skills sets to deliver the task at hand. In some instances these roles are merged and this will depend on the structure of the agency and their client portfolio. The core areas include:

- **Management:** Generally responsible for the management of the agency, client group team or specific function.
- **Strategic Planning:** Identify the target audience, what the best media channels are to reach this target to deliver marketing objectives and to identify innovative ways of communicating to the consumer.
- **Implementation Planning and Buying:** Identify how the selected media channels can best be used in order to deliver the strategy (i.e. what stations, day parts, programs, titles etc. are most effective).
- **Buying:** Negotiate and place all media activity, leverage negotiations and increase added value benefits.
- **Research:** Manage industry research inputs and assist agency in utilising the range of proprietary systems to aid the planning and buying functions.
- **Administration and Finance:** To manage a range of administrative and financial functions generated by the buying role.
- **Digital:** Specialise in the identification of the right digital platform to meet the media brief and to undertake the role of planning and buying in this specific field.

- **Digital Creative:** Provide the creatives with services for digital media messages.
- **Modelling and Econometrics:** Provide econometric modelling services that assist in maximising client return on their marketing investment.
- **Sponsorships and Promotions:** Develop concepts to leverage media properties and express a brand's key thought for specific clients and message combinations.

There is no set qualification required to work in media, but a degree in Commerce, Marketing or Business Administration would be well regarded.

(Source: www.afa.org.au)



Graduate Profile



Paula Bloodworth

– Bachelor of Communications and Design,
RMIT University

"I spoke to someone in account service for about half an hour. Even though there were no jobs there she sat down with me and gave me some tips on the role and duties, and how ad agencies worked, which was all fantastic information."

At school I was not very clear about what I wanted to do but thought about becoming a graphic designer, so I did a Bachelor of Communication and Design at RMIT. The final year of the course was all about advertising and how ads are produced; it was then that I realised I wanted to make my career in this area.

Not wanting to be a creative (a designer or copywriter) I began asking questions, finding out what the business side of advertising was all about, particularly account service and strategic planning roles. I didn't have any work experience to draw on because it took me until my final year to figure out exactly what it was I wanted to do. I realised this would make it harder for me to get work because I had no contacts at all and I hadn't had any exposure to the industry.

After I finished my course I went overseas and talked to a few ad agencies in London, which was great for developing insights into the industry. On returning to Australia I began cold calling, sending my résumé to anyone who would talk to me. At one agency I spoke to someone in account service for about half an hour. Even though there were no jobs there she sat down with me and gave me some tips on the role and duties, and how ad agencies worked, which was all fantastic information.

There aren't too many people in advertising who will take on a fresh graduate without any experience or recommendation, but finally, after cold calling and talking to people for a few months I was offered the

opportunity to spend two weeks at Leo Burnett doing work experience, which was a way to show them my potential and to display my enthusiasm. I was kept on as a freelancer, and later offered a job and a place in the AFA graduate trainee program. Even though I got paid very little, Leo Burnett put me through courses and I learned a great deal during my time there.

I was offered my current job (at Badjar Ogilvy) through a chance meeting with Eugene Catanzariti, the Strategic Planning Director who was conducting a lecture I was attending for Award School. This interaction led to me being offered a position in strategy planning, which is the one I have been aiming for. Planning is relatively new to Australia. I have to understand the consumer well so that I can make sure the ad will really appeal to them. This involves research, organising and conducting focus groups, developing the advertising process, or providing other solutions (for example, if an ad has failed it might be a distribution problem rather than an advertising one). I write the brief then participate in all the creative reviews, brainstorming with the team and adding a different perspective.

I find advertising exciting. I am always curious, I love asking questions and reading about consumers and trends. This position (planning) is a good blend of business and creative, that left-brain right-brain balance. I never get bored; as soon as I have a grasp of something there will be a challenging new product to create something around or an amazing new campaign happening. The rate at which the industry evolves and changes keeps me interested. What is also fascinating is that people literally come from all over the place: someone who did Agricultural Science is now one of the best copywriters I know.

In the future I would love to go to New York and be Director of Planning in some fantastic agency. But in the meantime there are lots of other exciting possibilities, with specialist agencies and new things coming up all the time so it is difficult to make definite plans.

Advice to those wanting to make a career in advertising: Unless you want to be a creative (designer or copywriter), account service is probably the best way to get into advertising. Because you are project managing the whole process it is a great learning platform. Strategy is more specialised, there are fewer positions around and you usually need some experience first.

When looking for a break into the industry, don't just rely on textbook learning. You need to show passion, understand why you like advertising and be able to tell others what you like about it. Know the top agencies and who their clients are, do your research and persist. Even if people say there are no jobs at the moment, they will usually be happy to spend fifteen minutes speaking to you; you might have to wait a couple of weeks to see them but this is the best way to learn about the industry and doors do eventually open.

Careers in Public Relations

"As boundary riders, spanning the area where an organisation blends into the community, the communicator also must have a keen sense of ethics, justice and an eye for trouble. Tackling issues and building solutions makes PR people one of the most valuable resources in any organisation."

(Source: http://www.pria.com.au/jobs/list/asset_id/10/cid/8/parent/0/t/jobs)

Public relations (PR) is a range of activities that work together simultaneously, and over time, to build and maintain a desired image of an organisation or individual with its public. PR aims to ensure its subject's success and long-term viability. Some of these activities include researching the public to gauge its current understanding and impression of the entity; strategic communications planning and management for developing and implementing programs for a variety of stakeholders; and managing crises and developing corporate identities.

People in PR work in consulting firms, corporations, associations, government departments and for politicians, social agencies, public interest groups, cultural and other organisations, or they may be self-employed. PR has recently become more important in 'causes', such as the environment, poverty, anti-bullying and other campaigns. PR specialists in these areas often work for NGOs.

On a day-to-day basis PR people also write media releases; respond to requests from the media and organise events; edit and produce publications, videos

and websites; write speeches; publicise and promote events and products; maintain media relations and seek and manage sponsorships; and compile PR reports.

PR work can be mentally and physically demanding and deadline driven. It requires high performance levels and a strong work ethic. However this can also make it very rewarding in both personal and professional satisfaction.

Skills and Attributes

Key attributes of PR specialists include a positive attitude, curiosity, outgoing personality, confidence, and enthusiasm for the industry, organisation and its products/services. For example, a sports person with an interest in PR might become the PR specialist for a sporting goods company, sports team or sporting association.

They also need to be able to work without direct supervision, handle pressure and be willing to put in irregular hours when necessary to meet a deadline. They must also have the ability to think on their feet and to convey themselves professionally at all times, even under trying conditions.

Three essential skills a PR specialist will need are:

- **Writing:** about 70 per cent of PR work involves writing so being able to express yourself clearly in writing is critical.
- **Public speaking:** PR work usually requires an element of responding to questions, criticism and even verbal attack quickly and diplomatically. Being able to say the right thing at the right time is vital.
- **Critical Thinking:** knowing how to dissect and solve problems without step-by-step instructions.



Public Relations Career Hierarchy

The type of work performed by each person will vary according to the organisation, their own interests and their experience, but key roles include:

- **Account Associate (entry level position):** Provides general clerical and administrative support for account team.
- **Account Executive:** Implements account programs; serves as day-to-day contact with client; reports program results to agency management and client.
- **Senior Account Executive:** Responsible for planning, coordinating and implementing client programs and activities; ensures that all programs are strategically on target with clients' business objectives; maintains day-to-day contact with client; reports program results to agency management and client.
- **Account Supervisor, Account Manager:** Provides senior level account planning and supervision for several accounts and/or provides specialised expertise in one or more service areas; participates in decision making and problem solving processes; serves as the strategic liaison between the client, account team and agency management.
- **Group Manager, Account Director:** Acts as senior liaison for a group of accounts with responsibility for senior level account planning; supervises the account teams in a practice area.
- **General Manager, Director, Associate Director, Group Account Director:** Responsible for agency visibility, fiscal management, vision, critical success factors, strategic short-term and long-term planning of an operating unit; provides leadership counselling on clients' businesses and professional development of all staff.
- **Company Director, Owner or Principal:** Owns the business or has a controlling interest.

(Source: PRIA Registered Consultancy's Key Findings from its 8th National Benchmarking Study)

Public relations positions may also be advertised as:

- Publications Officer
- Media and Publications Officer
- Communications Officer
- Publicity Officer, Coordinator, Manager
- Public Affairs Officer
- Media Relations Assistant/Advisor.

Preparation for a Career in Public Relations

There are specialist degrees in PR, or if you want to keep your options open, a Communications course will provide you with many of the general skills and knowledge required. Many advertised public relations positions ask for Journalism qualifications, but there are some important differences between these two roles. Increasingly, Journalism and Public Relations are seen as divergent disciplines and a Journalism degree will not fulfil the entry requirement to the Public Relations Institute of Australia (PRIA).

While study plays an important role, most PR skills are learnt on the job and through interactions with people. The PRIA accreditation program (which looks closely into degree courses) ensures that these degrees have a good mixture of theoretical and practical learning outcomes. Many of these degrees mandate internships which give hands-on experience in writing and other aspects of PR. You might also use your current paid role as a platform for some PR work: if you work in customer service, why not develop a news sheet for your customers?

Along the way, build a portfolio of writing samples that you can show to prospective employers. Getting your own work published independently can add to this and also highlight your versatility and tenacity. This may occur through mainstream media or university newspapers, or work done for charitable or cultural groups.

Use your networks to make contacts in the PR industry. Offer to come in for work experience as this can sometimes lead to short contracts or project work. Get in touch with recent graduates who are now working (contact your university alumni for details). Join the PRIA (www.pria.com.au). Each time you talk with someone, ask them for one or two names of people who can help you find out more information; this way you will not only build your contact base but also have the benefit of a range of viewpoints.

To prepare for this career path I think it is important to create and define your personal brand early on to help give you an edge and set you apart from all the other graduates.

Katheryn Jones – Bachelor of Business (Marketing and Public Relations)

Graduate Profile

Katheryn Jones (née Claffey)

– Bachelor of Business (Marketing and Public Relations), Curtin University of Technology

“I work with other creative and innovative professionals in exploring new and different marketing initiatives, as well as having the opportunity to work across the organisation.”

I chose to study Marketing and Public Relations because of the opportunity to be creative and be involved in a wide range of activities that increase the buzz around a particular company and their business practices, in addition to meeting the continually changing needs of consumers and getting appropriate value in return.

While at university I undertook a voluntary work placement at a not-for-profit organisation as well as working in a paid capacity for a wine company in its embryonic stages. I was working for a clothing boutique where the owner happened to also own a winery. When they bottled their first vintage I was asked if I would be interested in working for the winery in marketing and sales. I initially worked part time for the winery while I finished my degree. On completing my degree I hit the ground running in a full-time capacity. It was a fantastic opportunity to put all the theoretical skills I had learnt over the duration of my course into practice.

I am now working for the City of Melville, WA, where I am responsible for the development, implementation and coordination of a wide range of marketing and promotional activities and strategies at local government level. There is so much variety and diversity; our clients range from arts, youth and environment to waste and recreation. I like that I work with other creative and innovative professionals in exploring new and different marketing initiatives, as well as having the opportunity to work across the organisation to develop, implement and manage effective marketing, public relations, community liaison and publication strategies.

My role sees me projecting a positive, professional image of the City through effective marketing, public relations and communication strategies; coordinating activities around publicity, production of publications, promotion and market research; developing and implementing corporate marketing plans and strategies along with specific plans for business units; providing marketing services to internal customers, including

development of marketing strategies and formulation of marketing plans for various programs and projects; and copywriting, event management and coordinating the content and production of major corporate publications such as the annual report and corporate plan. Some of the other exciting projects I have been involved in include developing a corporate sponsorship policy and procedure, creating a market value proposition and developing a branding and internal marketing strategy.

Traditionally viewed as a monopoly organisation separate from the competitive business world, marketing was considered an unsuitable management tool in this sector. Today, with local governments operating within continually changing environments and councils agreeing about the need to get closer to their public, the philosophy of marketing is slowly but surely becoming integrated into local governments' thinking. One of the challenges I face and thoroughly enjoy is positioning the City as a desirable and consumable brand. As a brand is an artificial construct in the mind of the consumers it is largely dependent on what our local community think of us – which for the majority is rates, roads and rubbish. Much opportunity exists for the City and other local governments to use branding strategies more creatively to reach the passive majority of residents.

The best advice I can give to students considering a career in marketing and public relations is to always dream big – never say never and believe everything is possible. Have passion – don't do anything by halves, keep a clear vision and focus and take every opportunity you can to network and get your name out there. To prepare for this career path I think it is important to create and define your personal brand early on to help give you an edge and set you apart from all the other graduates.

Qualifications and Training

The type of qualification and training you need depends on a number of factors. Sales cadets are often trained on the job; they may be selected straight from secondary school for their skills in persuasion and their motivation to succeed. Market researchers usually require a degree in Marketing and/or Psychology.

Others have specific qualifications in Public Relations, Advertising, Visual Arts or Communications. There are myriad pathways to working in this field but it is highly competitive and for many roles a tertiary qualification is a minimum requirement.

Qualities and Attributes

It is impossible to prescribe a singular set of overall qualities required by people working across the marketing sector, but generally these will include:

- an interest in people and what makes them tick
- a general interest in news, current and world affairs
- a willingness to regularly update product knowledge
- a willingness to apply initiative in daily tasks and to make decisions
- high-level interpersonal skills
- an understanding of value propositions and how they work
- responsiveness, adaptability and flexibility
- an ability to multi-task and willingness to undertake a variety of duties
- an ability to work autonomously and in project teams
- a willingness to work outside traditional business hours.

Increasingly, people working in the field are required to travel and work in a variety of locations. In addition, the more technologically-minded social media marketers need to be:

- confident with technology and its potential to network and communicate ideas
- willing to play with new tools to find out how they work and what benefits they can provide

- focused on outcomes as much as learning
- curious and experimental
- driven to push into new groups and solve problems in new ways
- persevering – building a social media presence requires regular participation over a sustained period
- experienced in working with diverse groups of brands (business to business, business to consumer).

Career Planning

Step 1: Research

If reading this booklet has generated some excitement for working in marketing, the first thing you should do is investigate any areas you think will suit your personality and interests. Will you fit in best with the creatives or do you like something a bit more business-focused? Will you prefer a workshop environment in which you can 'dress down' to an extent, or wearing corporate attire for attending meetings all over the city? Do some research; the best way is to talk to people. Ask those in the industry what they do and which parts of the job they like or dislike. Also think about the kind of work environment in which you will enjoy working. For example, will working in a small, lively, interactive workplace suit you best, or is a quieter corporate setting more appealing?

Step 2: Plan your pathway

Have a 'Plan A' but be flexible and make sure you have some alternative pathways just in case your Plan A dries up. For example, if you are currently studying at university, will you need to change your major or find some appropriate work experience? (Some companies have very specific requirements for new graduates; check their websites and graduate recruitment brochures carefully).

Step 3: Build evidence

You will need to show potential employers that you have the necessary skills and talents to do the work to the level they require. Even if you are just starting out in the industry you will be expected to have a basic understanding of your role and present yourself as organised and responsible. If you want to be a creative, some evidence of your ability is a basic requirement. Perhaps develop a new campaign for an existing product, or come up with a whole new product range and develop a word- or graphics-based concept around it.

Conduct your own research: trawl the internet, interview people working in the industry and make sure you are aware of trends and the industry landscape.

Developing Job Search Skills

Step 4: Build a CV (Résumé)

This is not a static document! You need to add to it continually as you achieve new milestones or gain new experience such as working on a community project, fundraising for your university club or being given new responsibilities at work.

Step 5: Get experience

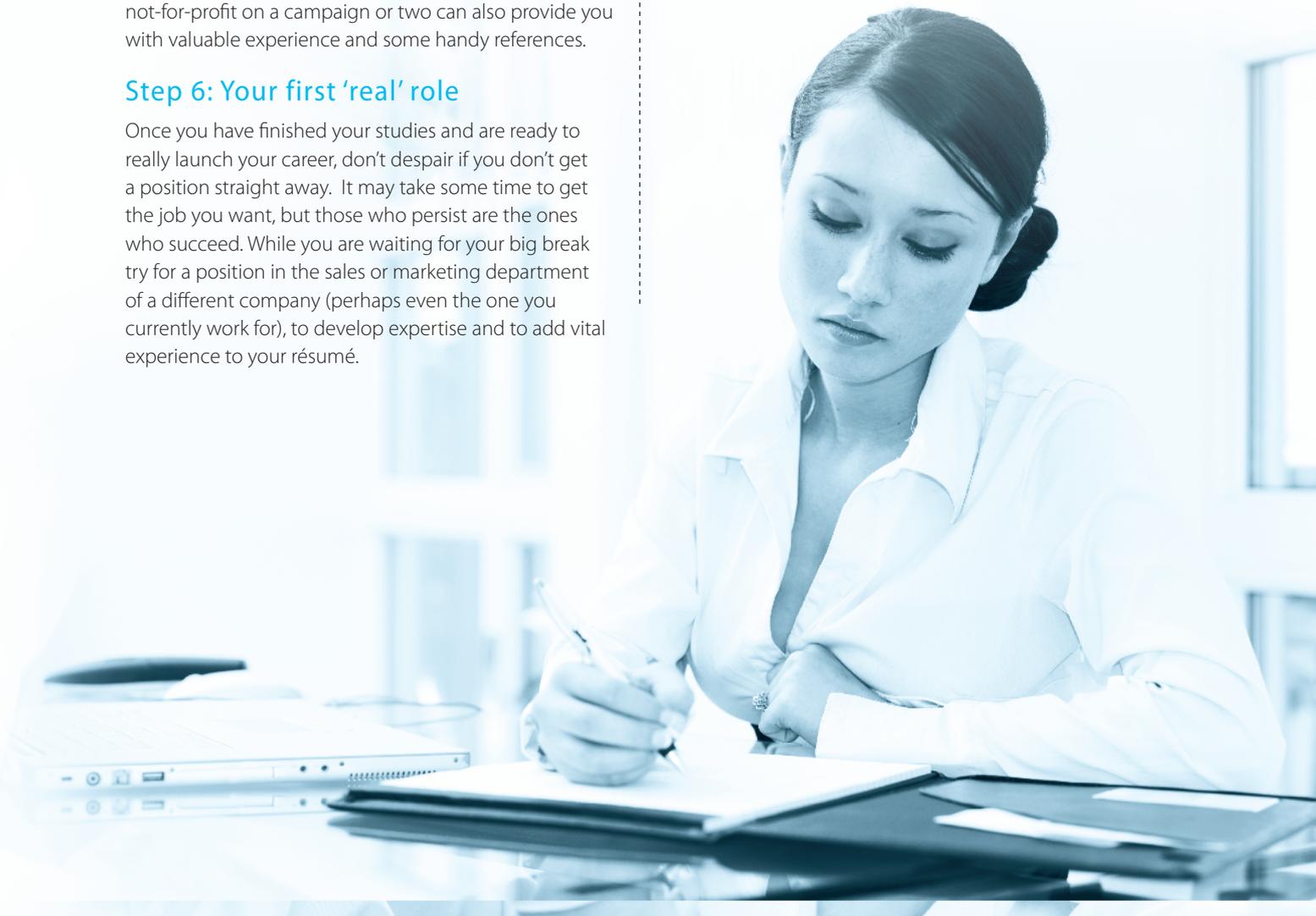
You will be at a serious disadvantage if you don't have some 'real life' work experience. It doesn't have to be paid work. Try to get a few industry placements, perhaps in a vacation job or an organisation that has a marketing department and build your knowledge and expertise through on-the-job learning. Use this to also build your portfolio and gain new networks which will assist you to be competitive when applying for your preferred positions. Don't disregard your hobbies and interests – why not try promoting your football club to potential members or stage a charity dance party in your community hall? Other valuable experience can be gained from working in call centres; these are either inbound, where you may need to 'upsell' products and services to existing customers, or outbound, where you are required to cold-sell to new customers. Working for a not-for-profit on a campaign or two can also provide you with valuable experience and some handy references.

Step 6: Your first 'real' role

Once you have finished your studies and are ready to really launch your career, don't despair if you don't get a position straight away. It may take some time to get the job you want, but those who persist are the ones who succeed. While you are waiting for your big break try for a position in the sales or marketing department of a different company (perhaps even the one you currently work for), to develop expertise and to add vital experience to your résumé.

Few marketing jobs are advertised in the traditional ways (i.e. newspapers and jobs websites). Use these tips to maximise your chances of landing a great job:

- Conduct your own research: trawl the internet, interview people working in the industry and make sure you are aware of trends and the industry landscape.
- Network widely and promote yourself whenever the opportunity arises, whether or not you think you will get a job out of it. Attend workshops and approach speakers, find out as much as you can and help them remember you by being positive, interested and enthusiastic.
- If you have a job interview, research the organisation so you know who their clients are and what activities they are involved in. Prepare your interview approach carefully, including being able to talk about yourself and why you want to work for that particular organisation.
- Look the part, whether you have an interview or not. Carefully study the people working in the field and type of organisation you want to get into, and dress the way they do. If in doubt, it is always best to overdress.



- Be patient: graduates report that it can take up to two years after graduation to land your first job in marketing; persist with your goal, continue to network and build your knowledge of the industry – it will pay dividends in the end.

Once in the industry, ensure your career progresses the way you want:

- Enlist the support of a mentor or coach who can help you to make the most of opportunities and limit any problems.
- Make sure you have the support of senior management; talk about your successes and be willing to go the extra mile. Don't presume others are aware of your achievements; find ways to let them know about your successes.
- Be prepared to maintain your individuality and use it well; identify your key strengths and use them, as this will help you to maintain control over how your career develops.
- Accept criticism gracefully and don't take it personally; learn from your mistakes and try to address any weaknesses.
- Be a team player; accept that you can't do everything and show you are prepared to contribute to your team while welcoming the strengths of others.
- Develop strategies to deal with the pressures that will increase with each new role.

Opportunities for New Graduates

A number of large organisations around Australia offer graduate roles each year in a wide range of areas. Browse their websites for up-to-date information on their current or next intake. You can also read graduate employment directories such as *Graduate Opportunities* (www.graduateopportunities.com).

There are also recruiters who act on behalf of companies to do the initial selection of suitable candidates; find out who these are in your area and build a relationship with the ones that have positions most appropriate to your needs. Don't wait until the graduate recruitment process begins; get in touch with them in plenty of time so you can prepare properly and make the most of the opportunity. Usually you will apply for graduate positions early in your final year of study.

Media Federation of Australia (MFA)

www.mediafederation.org.au

The MFA offers Media scholarships for graduates in Sydney, Melbourne and Brisbane. Successful applicants work to a structured on-the-job program for three months in a media agency.

The MFA also circulates requests for work experience for graduates to all its members.

Advertising Federation of Australia (AFA)

www.afa.org.au

The AFA runs an annual Graduate Trainee Program for high achieving, creative-minded graduates who are interested in a career in account service. The program provides traineeships to selected graduates in Sydney, Melbourne, Brisbane, Adelaide and Perth.

Be patient: graduates report that it can take up to two years after graduation to land your first job in marketing; persist with your goal, continue to network and build your knowledge of the industry – it will pay dividends in the end.

Industry Associations

There are a number of industry bodies in Australia, some of which are listed below.

These associations have more detailed information on careers in marketing, and may also have student membership. Such membership can be a useful way to find out about working in marketing, and more importantly, making contacts that could be useful when you begin your job hunt.

Advertising Federation of Australia:

www.afa.org.au

Australasian Promotion Marketing Association:

www.apma.com

Australian Association of National Advertisers:

www.aana.com.au

Australian Direct Marketing Association:

www.adma.com.au

Australian Institute of Management:

www.aim.com.au

Australian Market and Social Research Society:

www.amsrs.com.au

Australian Marketing Institute:

www.ami.org.au

Business Council of Australia:

www.bca.com.au

The Communications Council:

www.communicationscouncil.org.au

Institute of Management Consultants - Australia:

www.imc.org.au

Marketing Association of Australia and New Zealand:

www.marketing.org.au

Media Federation of Australia:

www.mediafederation.org.au

Public Relations Industry of Australia:

www.pria.com.au

Acknowledgments

Advertising Federation of Australia (AFA)



**AUSTRALIAN
MARKETING
INSTITUTE**

Australian Marketing Institute (AMI)
for help in reviewing this publication.

Lloyd Gross and **Amanda Dale**, *PRIA*

Brendan Greaney, *Senior Copywriter, Leo Burnett*

Donna Ryan, *former copywriter and recruiter*

GCA also wishes to thank all those who have contributed material and provided editorial comment for this booklet.

This booklet is one of a series intended for use by Careers Advisory Services in Higher Education in Australia. The booklets will also be of interest to tertiary and secondary students, and others considering further study.

A full list of titles is available on the GCA website – **www.graduatecareers.com.au**. Selected booklets are also available online.

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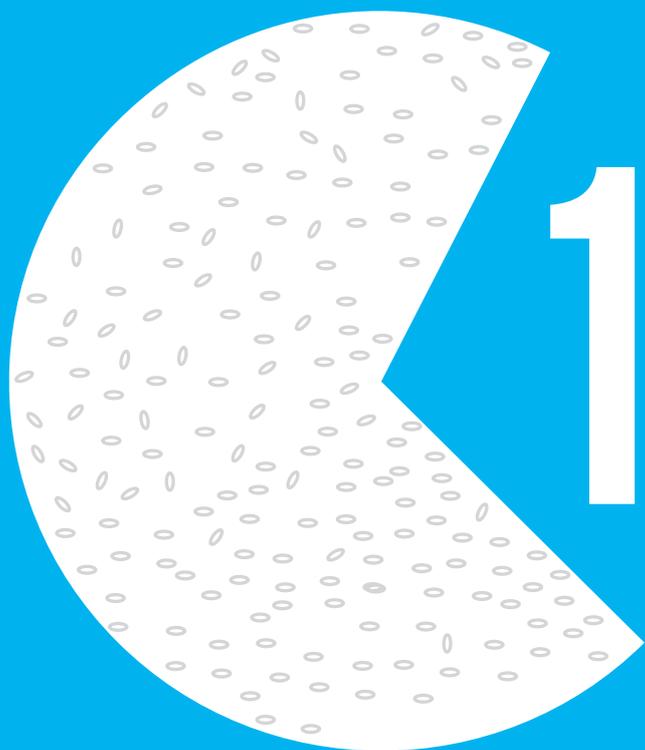
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ISBN 978-0-9804878-3-1

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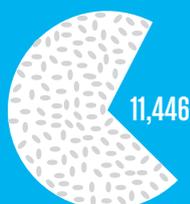
all you need to know about salaries, employment and further study for Australian graduates



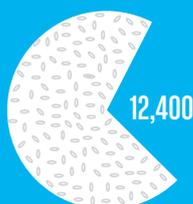
12,000
burgers

number of burgers that can be purchased with the median starting salary¹ for all bachelor degree graduates in first full-time employment and aged less than 25yrs.

how many can **you** buy?²



architecture & building - \$43,000



computer sciences - \$46,500



dentistry - \$70,000



economic/business - \$42,500



humanities - \$40,000