

on your MARK

UNSW marketing society monthly newsletter



Editor's Welcome

Hello there, Andrew here, your Marketing Coordinator aka Editor-in-Chief of "on your MARK" welcoming you back to uni life after a very oddly timed mid-session break. Hope you've come back rejuvenated from the very hectic first 1 weeks of uni, ready for the rough and rumble of the rest of the semester.

April is open season for graduates for most major companies (marketing ones are a little late blooming) but it's never too late to start preparing for that dream job. So we at Ignite have dedicated this issue to CAREERS. We're looking at our graduate careers night, job ads and their deadlines, as well as announcing the winner of the door prize for our fantabulous picnic as well as the winner of the OWeek branding competition. So it's time to sit in front of your computer (which I presume you're already doing), whip out that MS Word and start writing those resumes. We're going Job Hunting!

Good Luck,
Andrew memberships@unswignite.com



NEXT

Tuesday 08.04.08 5pm-7pm
Graduate Careers Evening
Wurth Room, Roundhouse
No RSVP required

Come network and find out more about the following companies and their grad programs: P&G, JWT, Clemenger BBDO, InterContinental Hotels Group

Thursday 17.04.08 9am-1pm
P&G Case Study

Ground Floor Seminar Room, Scientia
RSVP: competitions@unswignite.com
(35 places)

Want a challenging case study to show-off your skills to senior management at P&G. Great way to get your foot in the door to FMCG marketing!

Week 9

Careers Seminar (Nine Dots Marketing)

Still confused about your careers options for marketing? Come to our careers seminar to learn about getting into the industry and the best way to kick-off your career. Watch this space!

ToPiCs

NEW EXEC

We officially welcome Ignite's First Year Representative, Florence Lau. If you're a first year student with any suggestions or questions about Ignite, feel free to drop Florence a line at enquiries@unswignite.com

WINNER OF PICNIC DOOR PRIZE

We are pleased to announce Marina Issac as the winner of our lucky door prize at the Ignite orientation picnic. Marina get's a free pass to one of Nine Dot's exclusive marketing seminars, we hope she/he gets the most out of the seminar. Congrats to Marina and we hope she had fun at the picnic. Read about it in Jane's report below!

WINNER OF OWEK BRANDING COMPETITION

Thank you to everyone who participated in our OWeek Branding Contest! New members faced the question: "If you were a brand, what would you be and why?" Our judges had lots of fun reading your wacky and creative entries. Responses included the likes of Nike, Boost, Victoria's Secret and Nestle. Both Apple and Microsoft were featured, and the most popular response was Coca Cola!

Our final winner? Esther Li, who wanted to be "Cadbury, because everyone from kids to adults love you!". Congrats Esther, you've won a 1 year subscription to Adnews plus an Ignite VIP Pass, with free entry to all of our events this year!

Knock'em Down

We at Ignite are very interested in helping you establish contacts and get that dream job you've always wanted in marketing...that is why you're studying marketing, right? Well if you're not sure, the please come to the **careers seminar** (see NEXT>) at the end of session so we can give you a heads up into the world of marketing careers.

We're also holding our **Graduate Careers Evening** (see NEXT>) where you'll hear presentations from P&G, Clemenger BBDO, JWT and the InterContinental Hotels Group) about careers opportunities. There's yummy food and a chance to talk to the industry to get your foot in the door.

We also got loads of information on our **online portal** www.unswignite.com. You'll find plenty of links to our careers sponsor Nine Dots to help you find your ways around the murky waters of employment. We'll also be posting job ads and other details there too.

Another site you should check out is **Careers & Employment at UNSW**. Not only do they have job ads and careers expos, they also give you tips for anything from resume writing to acing that interview. www.careers.unsw.edu.au. At their office (located in the East Wing of the Quad, next to CONTACT) they hold workshops, individual assistance sessions as well as **careers guides** e.g. unigrad, all free to students.

One last important place to look is of course **seek.com.au** and the actual **websites of the companies** themselves. There you'll find job ads and requirements that are essential to building that dream career of ~~chocolate-tasting~~ marketing.

Go Get'em!

Classifieds

Bienalto Online Marketing Graduate

Bienalto is currently experiencing rapid organic growth and as a result is looking for a recent marketing graduate to professionally perform a wide variety of dynamic tasks including planning, designing, executing and reporting of email and other online direct response campaigns.

To be successful in this role you will have an enthusiastic, confident and logical approach to tasks. You will possess good business acumen, writing skills and attention to detail, and be

- active online (i.e. blogs, forums)
- an early adopter of new technology
- keen to experiment with new ideas
- a self starter who likes new challenges
- able to work autonomously and in a team
- a hard worker with good time management
- constantly looking to improve systems and processes

To apply, email your resume to info@bienalto.com or contact Katie 02 8356 3000

Applicants must be eligible to work in Australia.

HOTSPOT

Hey Hospos, just a couple of bits and pieces:

The 1st year **peer mentor lawn bowls** day has been delayed indefinitely due to low response from students. If anyone is still interested in getting the event up and running, please let Tracey or your mentor know.

The **Hospo Summit** for 4th years has been set at 6-8pm at the Sky Lounge, Centrepoint Tower.

Hotel chain InterContinental is coming to the graduate careers evening, a great chance to learn about their **I-Grad program**.

Grad Job Deadlines

Reckitt Benckiser

Date: 10.04.08

Info: Jobs Online @ Careers UNSW

Unilever

Date: 19.04.08

Info: www.unilever.com

Procter & Gamble

Date: 25.04.08

Info: www.pg.com

InterContinental Hotels Group

Date: 25.04.08

Info: www.ihgplc.com

Information given is only a guide. Please check with companies for actual deadline of application.

Bienalto Graduate Data Analyst

Bienalto is currently experiencing rapid growth and as a result is looking for a motivated graduate to professionally perform a wide variety of dynamic tasks including the development, execution and reporting of online direct response campaigns. Your work will involve

- Campaign targeting
- List and report generation
- Reporting of campaign performance
- Database management of Salesforce.com
- Supporting the marketing and client teams

To be successful in this role you will have an enthusiastic, confident and logical approach to tasks. You will possess good business acumen, writing skills and attention to detail, and be

- interested in numbers
- an early adopter of new technology
- keen to experiment with new ideas
- a self starter who likes new challenges
- able to work autonomously and in a team
- a hard worker with good time management
- constantly looking to improve systems and processes

Your strong data and analytical ability will set you apart from the rest and, combined with your Educational background in Statistics, Mathematics or Computer science, enable you to succeed in this exciting role. Some experience with SAS, SQL, Microsoft Access or Salesforce.com would also be an advantage.

To apply, email your resume to info@bienalto.com or contact Katie 02 8356 3000

Applicants must be eligible to work in Australia.

Purple Bears Picnic!

What a success! I believe a big Thank You goes out to everyone who came to our UNSW Marketing Orientation Picnic early during our recess break on Friday morning! On behalf of all the Execs, I can honestly say the picnic was an absolute blast and we hope you left with more than just goodie bags and a very full stomach! We'd like to thank P&G for the freebies and those tasty Pringles.

It can be said with much confidence that everyone, especially the first years (!), definitely showed the true marketing students that they are. The activities, though created with the aim of friendship bonding, rather demonstrated the competitive streaks which all marketing students apparently all secretly have! A few notable mentions should go to our three-legged race and link tag (check out the photos) which quickly made everyone into the best of friends. Charades, and not to forget our balloon game (once again, definitely check out the photos!) deserve a big mention however it does cast some doubt in regards to our team work abilities!

With that all said, one cheesecake, one box of profiteroles, many jugs of ice lemon tea and multiple trays of sandwiches later, we all left highly satisfied and may I say even slightly tired! So once again thank you to all who came and hoping to see you and everyone else all over again at our next exciting Ignite Marketing event! For more pics, go check out www.unswignite.com

Jane
Communications Director.



Ad of the Month



Trivia

What is the tagline for QANTAS?
Which bank asked "Which Bank?"?
The burgers are better at ___?

a) The Spirit of Australia b) Commonwealth Bank c) Hungry Jacks

Write to us

If you have anything you'd like to see in "on your MARK", any classifieds you'd like to post or anything to ask just in general, please feel free to write to us at enquiries@unswignite.com. We hope you've enjoyed reading "on your MARK", and until next time, ciao.

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