

# WELCOME

## HOW TO GET A JOB\*

\*in creative communications





# HOUSE RULES

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Please be respectful when using the communication features

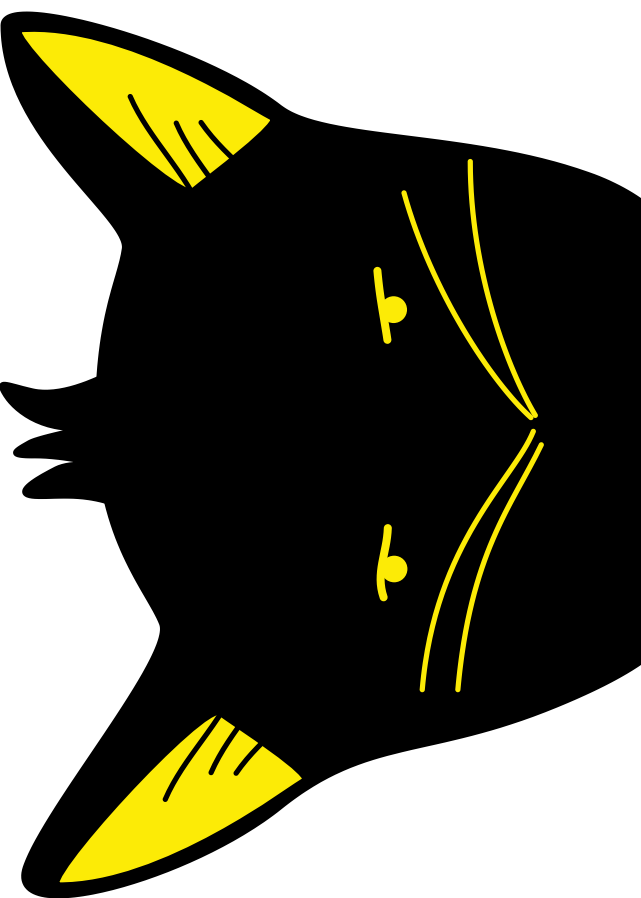
If you have a question, please use the Q&A function to ask us and we will do our best to answer as many as we can, there's time at the end

Please use the Polling function when directed

We will use the chat function to share any useful links

Please use the auto-transcript function in zoom if you need to

This session will be recorded and uploaded to the login site following the session, so don't worry if you miss anything!



# HELLO



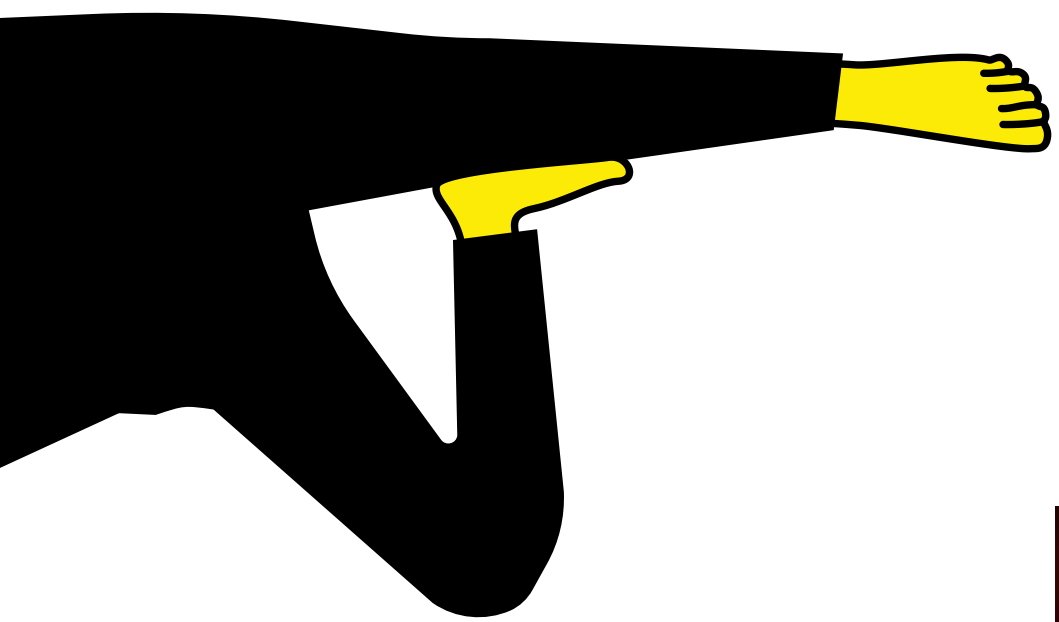
Jules Meadwell  
Head of Talent Acquisition,  
M&C Saatchi Group



Beth McKenzie  
Talent Acquisition Partner  
M&C Saatchi Group

**“THERE HAS NEVER BEEN  
A MORE EXCITING TIME  
TO BE IN THE INDUSTRY”**





# POLL TIME





**ON A SCALE OF 1-10,  
HOW CONFIDENT DO  
YOU FEEL APPLYING  
FOR A JOB?**

**1 = THE LEAST**

**10 = THE MOST**

# WHAT WE ARE GOING TO COVER

- The Job Hunt
- Your CV, Creative Partnerships and Portfolios
- The Application
- Preparing for an interview
- The Interview
- Finding your voice
- After the Interview
- Getting a job here
- Q&A





# UNDERSTAND DIFFERENT ROLES

1. Relationships – Managing, steering, building trust
2. Strategy – Insight, thinking, problem solving, simplifying
3. Creative – Problem solving, ideas, creativity
4. Design – Art direction, design, craft
5. Production – Project managing, making, filming, delivering
6. Data – Research, analysis, insights
7. Business Operations – HR, IT, Finance, Building Ops...

# **THE JOB HUNT**

Where to begin



**START NOW**



**SKILLS**



**PIVOT**



**RECRUITMENT AGENTS**



**NETWORK**



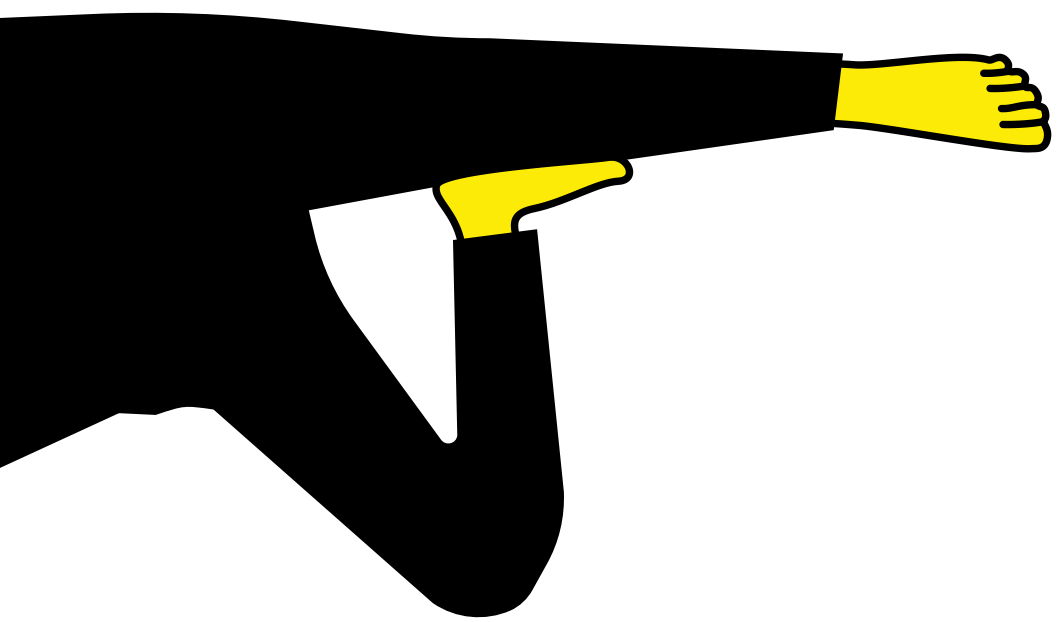
**THINK BROAD**





# **YOUR CV**

How to **STAND OUT**



# QUICK QUIZ





**HOW LONG DOES THE  
AVERAGE RECRUITER  
SPEND READING A CV?**

- A) 7 SECONDS**
- B) 12 SECONDS**
- C) 24 SECONDS**

- 
- ✔ **7 SECONDS**
  - ✔ **VARY THE VERSIONS**
  - ✔ **FORMAT MATTERS**
  - ✔ **SKILLS**
  - ✔ **WORKING YOUR WORK**
  - ✔ **FEATURE YOUR FEATS**

# **A CAREER AS A CREATIVE**





**BECOMING**

**A CREATIVE**

**CREATE WORK THAT**  
**THE WORLD TALKS ABOUT**

**AND THEN**  
**CREATE SOME MORE**



**BEING A  
CREATIVE  
BEING**

**“LOOK FOR WHAT YOU NOTICE  
BUT NOONE ELSE SEES”**

**RICK RUBIN – THE CREATIVE ACT**

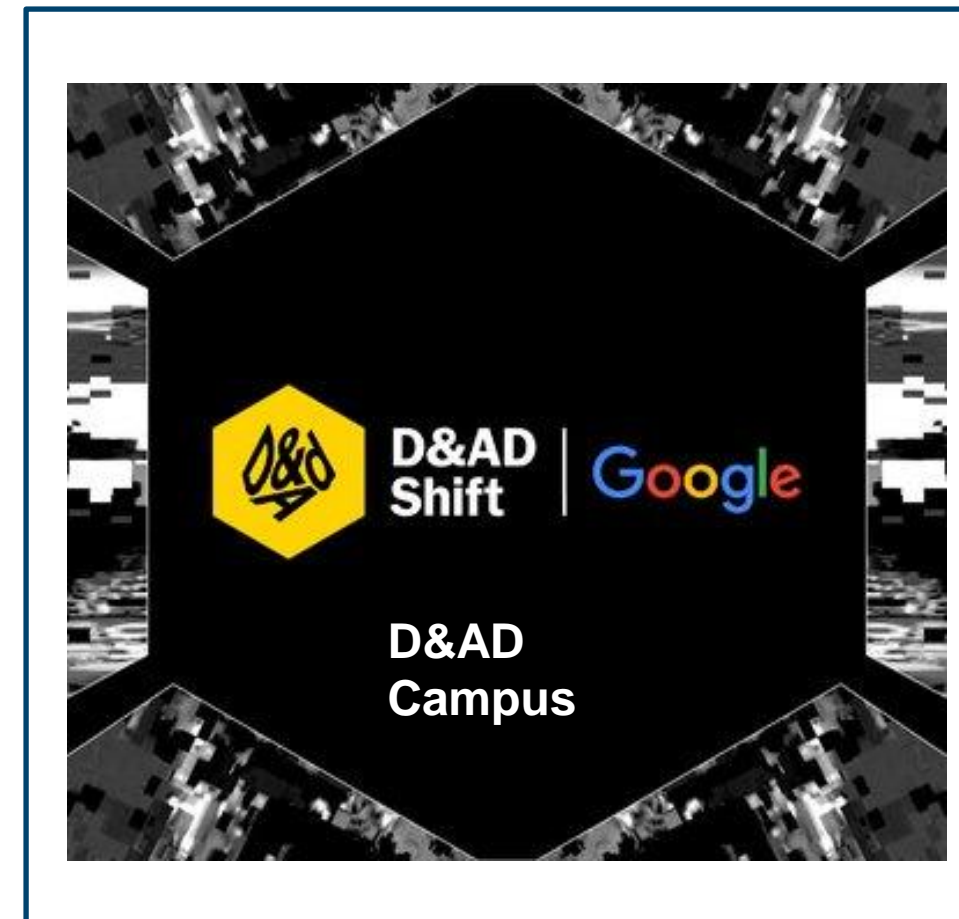
**BE THE  
SPONGE**



# LEARNING & INSPO

**THE  
ONE CLUB  
FOR  
CREATIVITY**

**HYPER  
ISLAND**



**CREATIVE  
FOUNDATION**

**MENTORING, UK  
CREATIVE FESTIVAL  
& CAREERS FAIR**



Furthering your creative education is the best route into your career as a Creative.

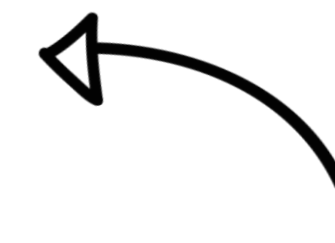
Many organisations & colleges have relationships with advertising agencies, providing mentoring & employment opportunities. Degree Shows not only provide a showcase for your work, they're also generally attended by Talent recruiters.

Take the time whilst studying to find a like-minded partner with complimentary skills. Working as a duo traditionally is a plus.

If a college or Ad School course isn't for you:  
Access free/paid online learning & resources to bolster your skills & experience.



**INTERESTS / SIDE HUSTLE**

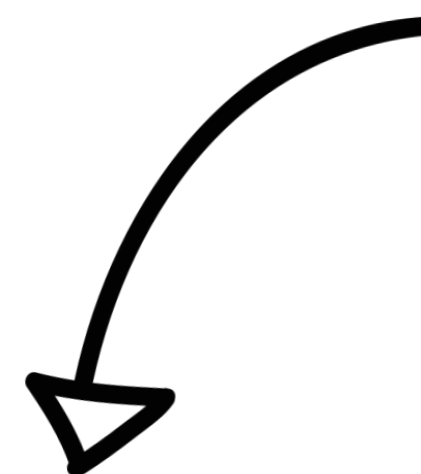
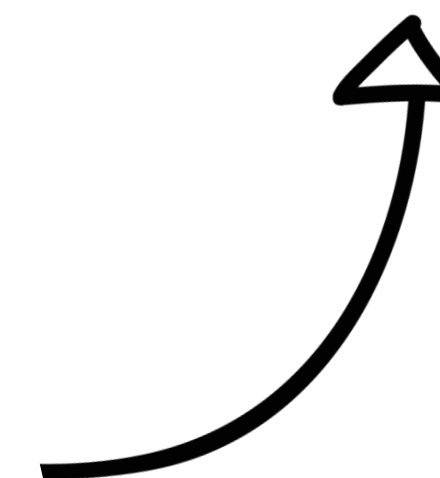


**WHAT MAKES YOU YOU**

**WHERE TO START**

**BUILD A PORTFOLIO**

showcase your thinking

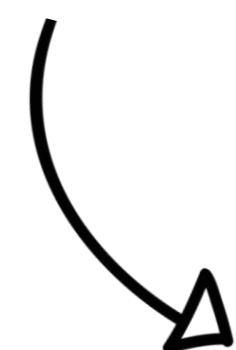


**4-5 IDEAS / BRIEFS**

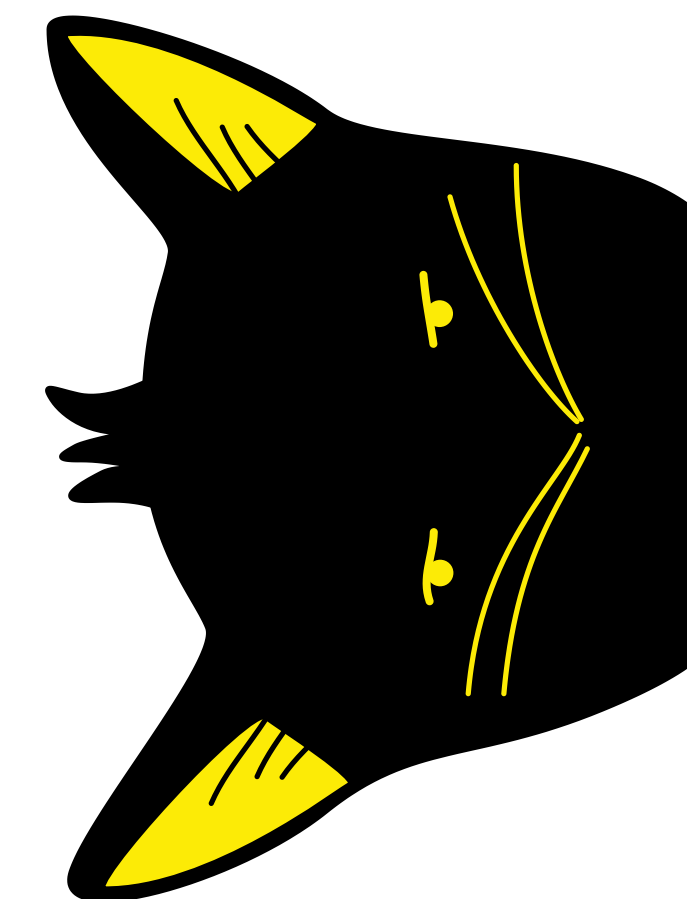


**A FEW ONE LINERS (STRATEGY)**

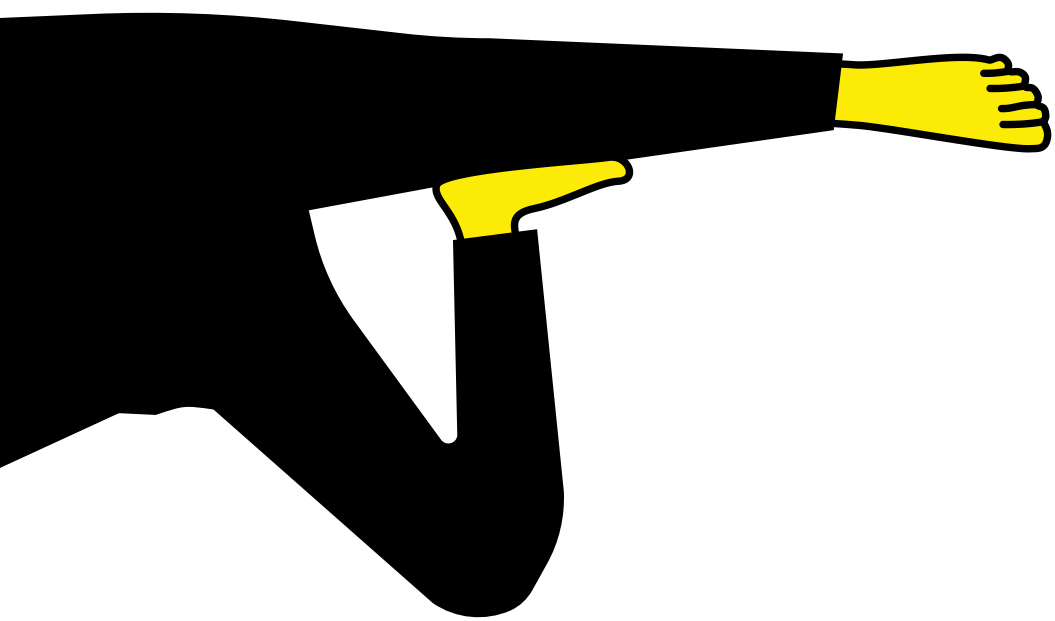
360 campaigns



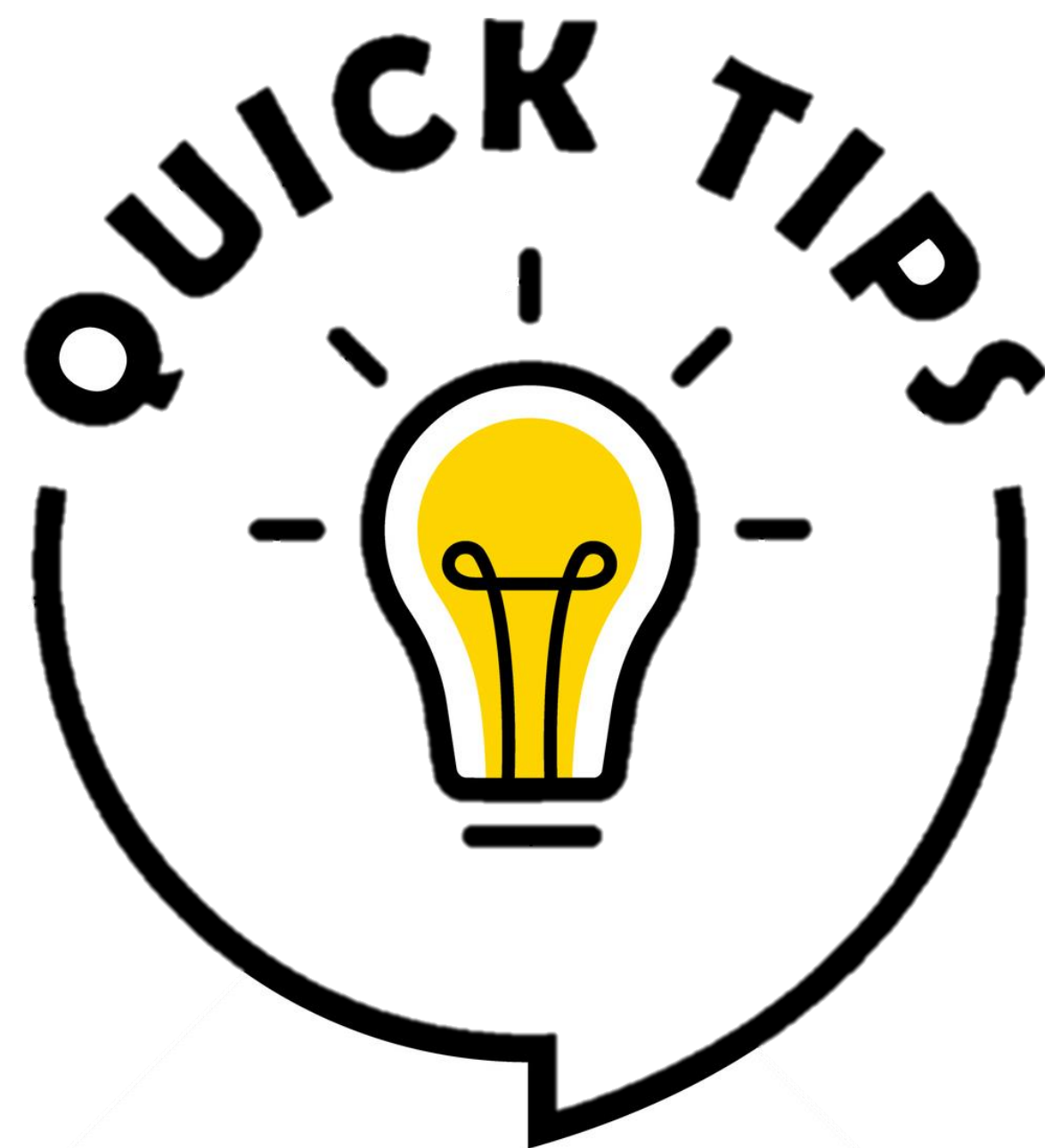
**SOLVE A PROBLEM THAT YOU CARE ABOUT**







# A BRIEF GUIDE TO BRIEFS



- A BRIEF: WHAT'S THE PROBLEM YOU'RE TRYING TO SOLVE / THE CREATIVE LEAP / THE IDEA / THE SOLUTION
- A GOOD IDEA CAN BE EXECUTED A THOUSAND DIFFERENT WAYS. HAVE YOU PICKED THE RIGHT ONE? TRIED OTHERS? IN A DIFFERENT TONE FOR OTHER CLIENTS? KEEP GOING.
- INTERROGATE THE WORK, BE YOUR OWN HARSHTEST CRITIC –  
IS IT INTERESTING?  
IS IT TOPICAL?  
WOULD YOU CLICK ON IT?
- IS YOUR IDEA BREAKING NEW GROUND? ARE YOU MIXING NEW THINGS TOGETHER? IS THERE A TENSION?
- IF YOU THINK SOMETHING IS BORING IT PROBABLY IS. CHANGE IT.

# CONCEPT

# NIKE. SLEEP BIG, DREAM BIG



## PROBLEM

Sports brands are putting too much pressure on young athletes to 'be the best' and 'push themselves to the limit'

## INSIGHT

According to a government report up to three in four adults do not regularly get at least seven hours sleep per night (BBC News).

## IDEA

You can't 'dream crazy' if you don't give yourself time to dream.

Nike will launch a global campaign highlighting the other side of training that is rarely spoken about: sleep.

By drawing attention to the power of sleep, and the effects it can have on sporting performance, it will encourage the next generation of athletes to be the best they can be.



### AIRMAX MATTRESS TOPPER

Using the same iconic air bubble technology Nike puts in their trainers, we would create a mattress topper to improve quality of sleep.



# SOURCES

- HUNT FOR CREATIVE BRIEFS ONLINE & USE THEM AS A SPRINGBOARD:  
One Minute Briefs, D&AD New Blood, The One Club - Young Ones
- LOOK AT STUDENT BOOKS/OTHER PEOPLE'S PORTFOLIOS:  
LinkedIn/The Dots
- ALL SOCIAL MEDIA IS 'CONTENT', YOU'RE ALREADY A CREATOR. EVERYTHING YOU DO IS COLLATERAL.
- CHECK OUT THE YOUNG CREATIVES COUNCIL (YCC) FOR HINTS, HELP & HOOK UPS: CREATING YOUR BOOK, BUILDING WEBSITES, TIPS FOR CRITS etc



THE  
ONE CLUB  
FOR  
CREATIVITY

LinkedIn



The—Dots

*ycc*

# STANDING OUT

**HUFFPOST**



The High Heel Hiker from Ben Conway on Vimeo.

A determined teenager has stunned hikers after donning five inch high heels to climb the UK's highest mountain.

Ben Conway - who often slides on a pair of heels when going out - decided to scale Ben Nevis in stilettos after being asked in an art school scholarship application to create a project about one of his passions.

## VILLAINS WATCH OUT, I'M THE... NINJA OF TUNBRIDGE WELLS

**KERPOW! He rescues lost cats**

**KERZAP! Escorts old ladies across road**

**KERBOOM! Er, that's about it so far**

Neighbourhood ninja . . . mystery man on patrol in mall, on watch by warning sign and returning pet

**HE STANDS proud and vigilant — a mystery loner clad all in black.** He is a ninja warrior. And he is bringing peace and justice to the mean streets of Royal Tunbridge Wells.

The masked 25-year-old has vowed to keep his identity secret. But he proclaimed: "It is my aim to help people."

"I am inspired by Neighbourhood Watch, which people seem to have forgotten about. So I've created Ninja Watch. The mess-

age I want to get across is about people sticking together and reporting incidents."

Tales of his deeds have spread among citizens in the Kent spa town. Pictures on the net showed him

returning a lost cat to its owner — and there are stories of him helping old folk cross the road.

Witness Sally Everson, 43, said: "It was very odd, but the ladies were happy. Then I saw him stand outside a shop where undesirables hang out and they moved on quite quickly."

Local cops say they haven't seen him.

The Sun has told of a growing army of superheroes, including Brummie bank clerk The Statesman.

y.soodin@the-sun.co.uk

The Sun Says — Page Six

Thursday, April 26, 2011

### Not-so-mean streets of Tunbridge Wells protected by man in black

## Neighbourhood ninja

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The Sun Says — Page Six



## NINJA PROTECTS ROYAL SPA TOWN

"A stunt that got me into advertising college (SCA 2.0), was talked about on the 6pm BBC News and featured in printed versions of many national newspapers, as well as being reported by online news channels around the world. Real-life superheroes gave their support, comedians made fun of it and real ninjas couldn't see the funny side! More importantly, it won me a full scholarship sponsored by BBH and AMVBBDO."

MailOnline: He's not exactly kick ass: Pyjama-clad Ninja bringing justice to the mean streets of Kent

Noticias - Tabloids: Ninja es vigilante patrulla rosa de cidade britanica

HORA: Ninja - vigilante em Tunbridge Wells

metro: Ninja - vigilante em Tunbridge Wells

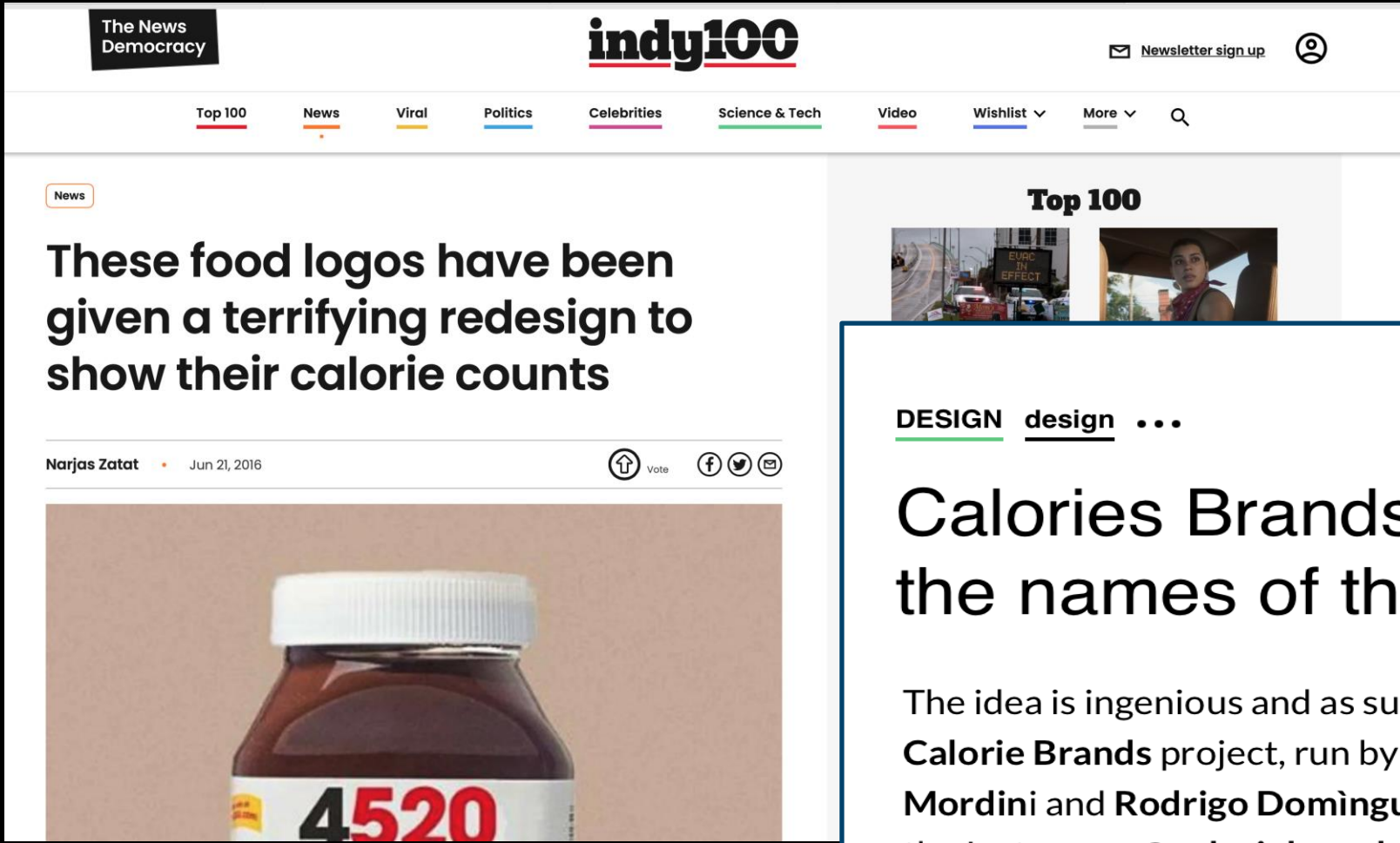
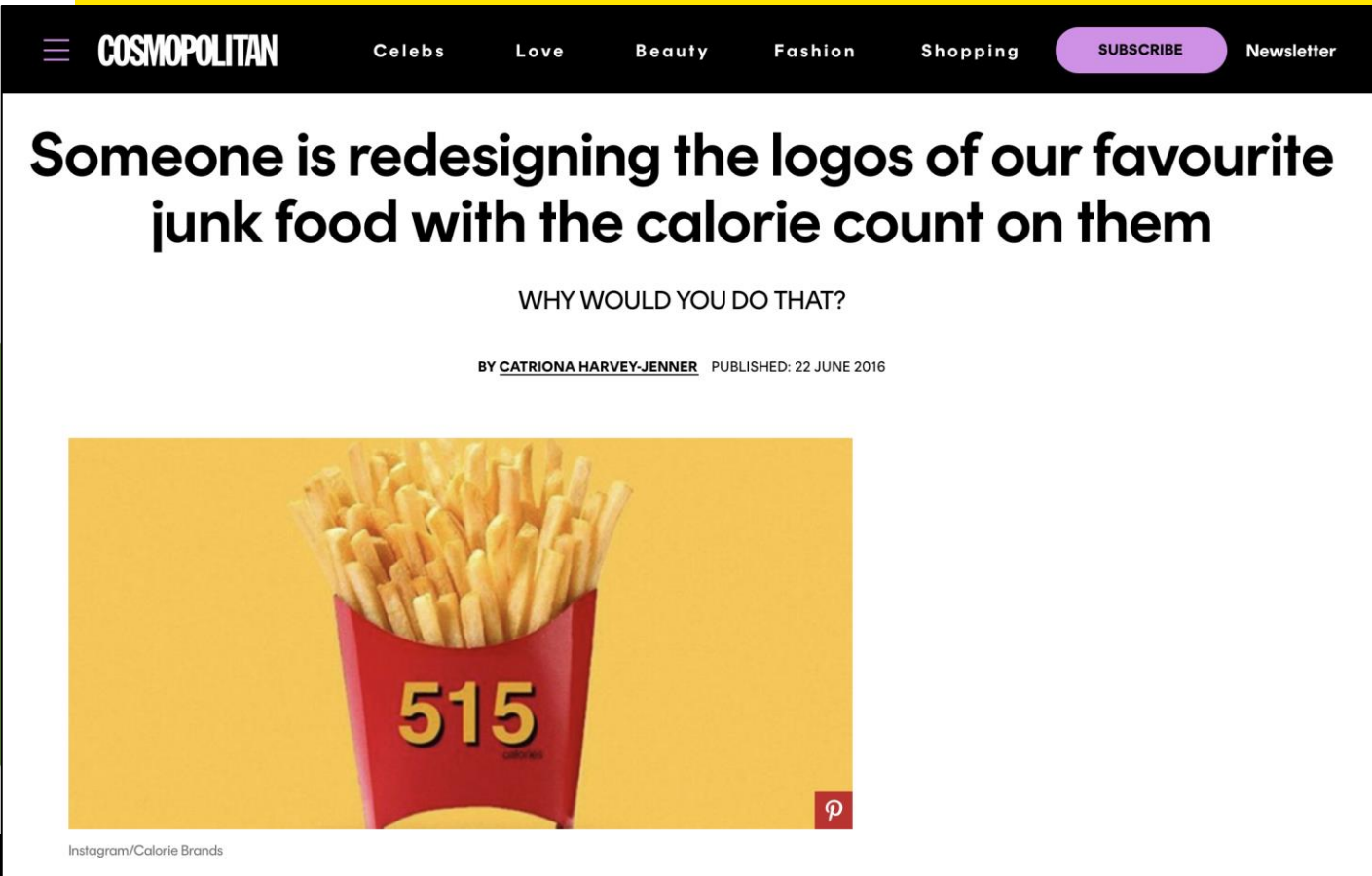
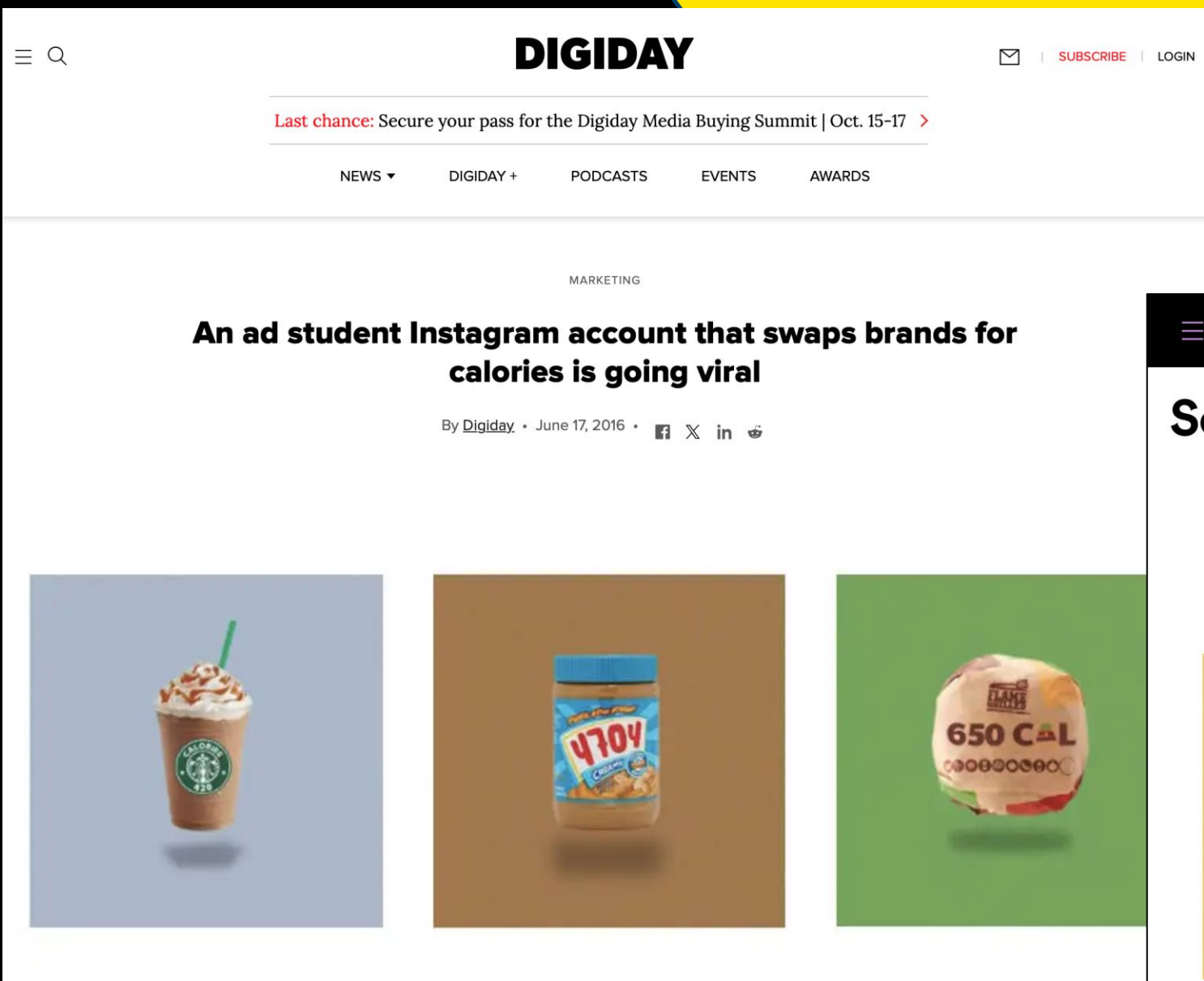
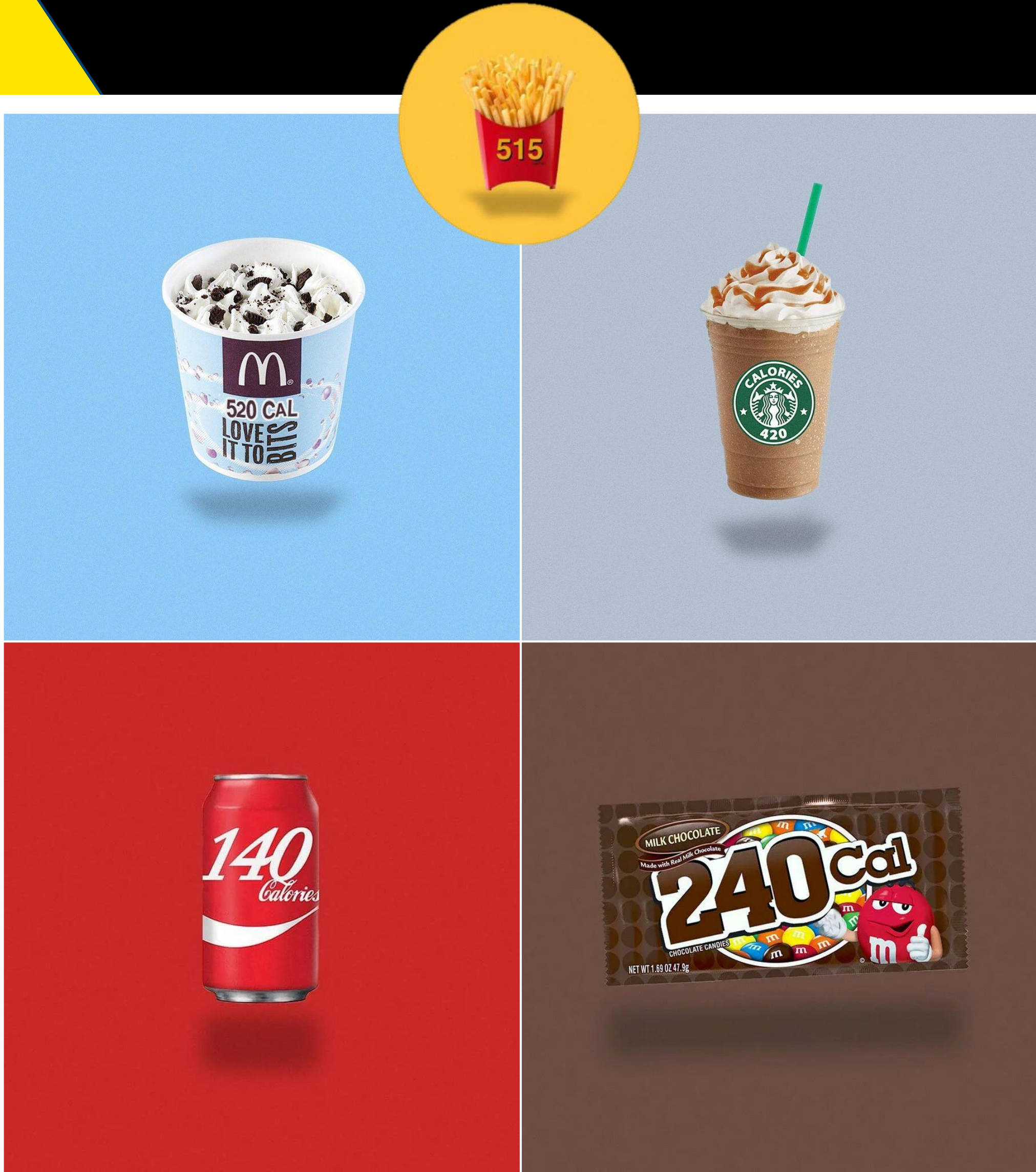
Ninjasamerikaner mot brott

Mahalnya ninja konvor

ER BESCHÜTZT UNS UND KATZEN: Nachbarschafts-Ninja patrouilliert durch die Straßen

THE TIMES OF INDIA: Tunbridge Wells, ein beschaulicher Ort im Südosten Englands, Dealer Tage des 45.000-Senker. Stübchen um eine schnelle Abkühlung nach dem heißen Sommer. Der junge Mann beobachtet sich selbst als „Nachbarschafts-Ninja“ und ist nach eigenen Angaben ein Gründungsmitglied der „Ninjabros“-Gruppe.

Seine Mission ist einfach: Er will die Straßen seiner Heimatstadt sauber. Es ist ein Ziel, das Menschen zu

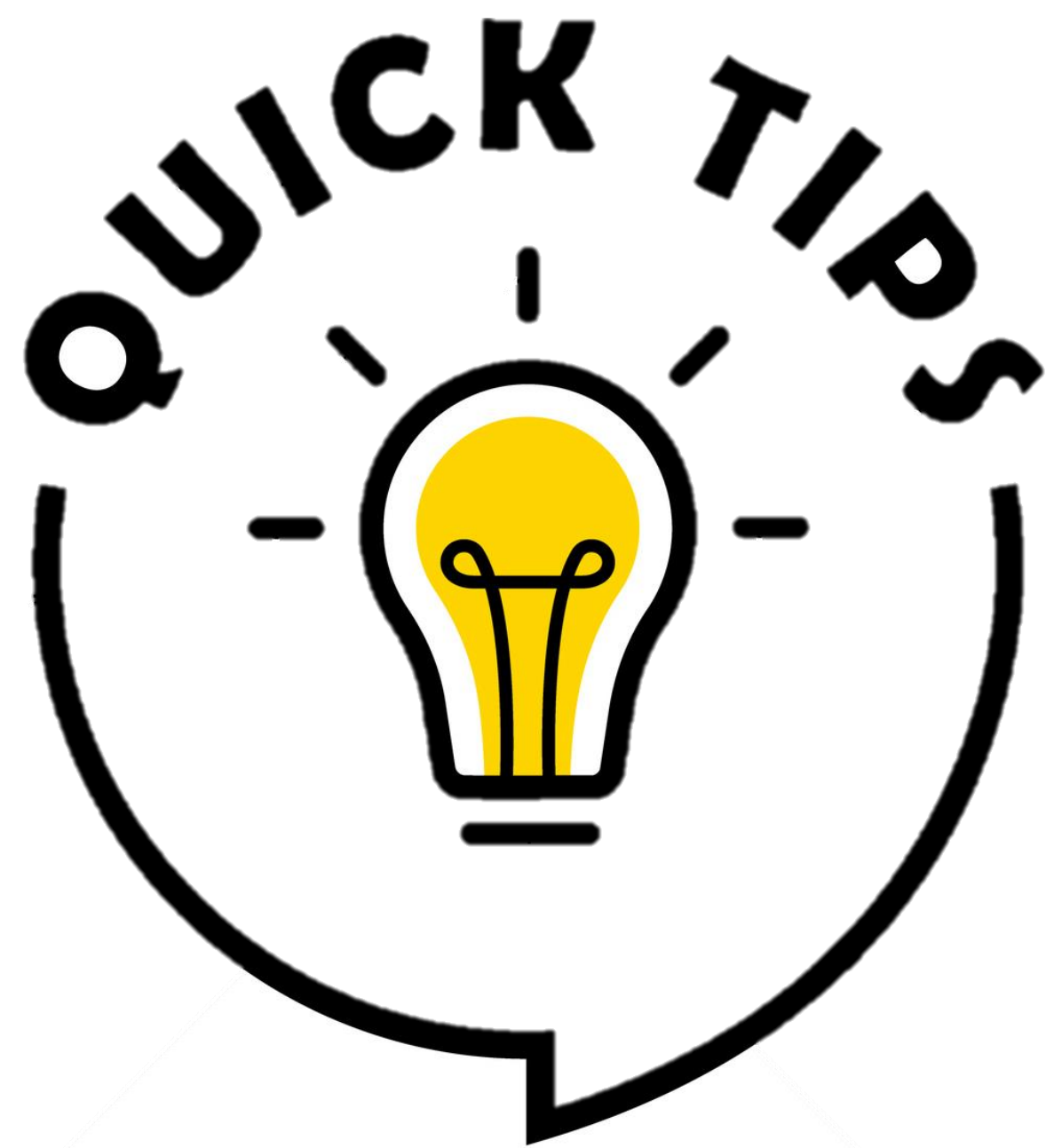
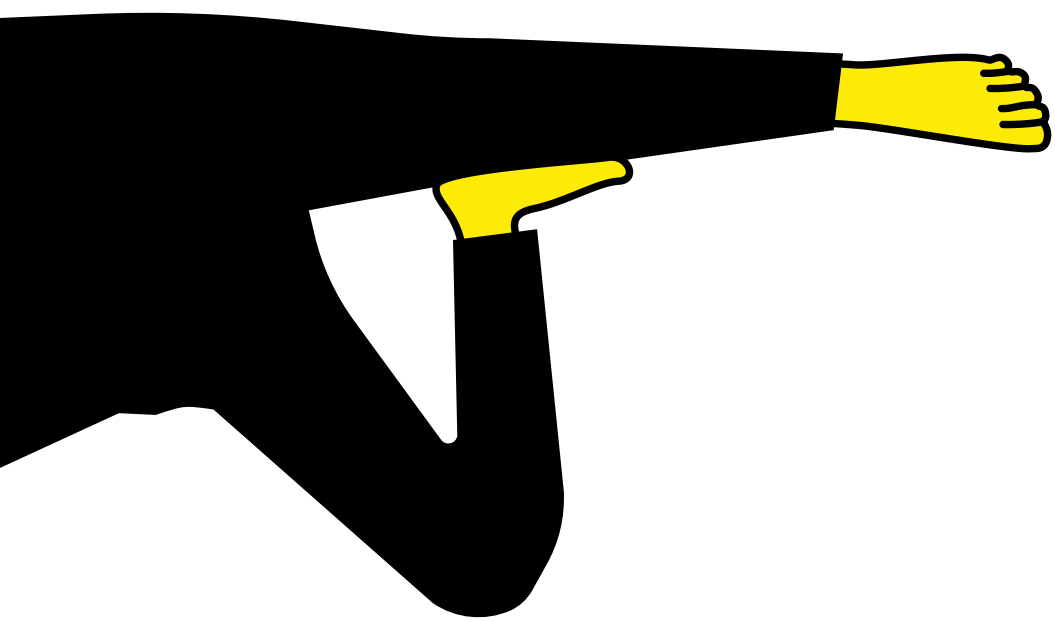


*Collateral*

**Calories Brands, if calories were replacing the names of the snacks**

The idea is ingenious and as such, it is simple but impressive. I'm talking about the **Calorie Brands** project, run by two students from Miami Ad School, **Alessia Mordini** and **Rodrigo Dominguez**, who decided to share it with the world through the Instagram [@caloriebrands](#) profile, which now has just over 90,000 followers.

**Calorie Brands** is a provocative design initiative where common junk food products are rebranded with their calorie content boldly displayed. The concept, which emerged as a social commentary, was developed during a design internship at an advertising agency in London for the **Miami School** in Madrid.



# GET OUT THERE

- BE ACTIVE
- CONTACT CREATIVES FOR REVIEWS OF YOUR PORTFOLIO – A "BOOK CRIT"
- CULTIVATE A NETWORK: BECOME A FRIENDLY LINKEDIN STALKER
- WHAT WORK/FILMS/PODCASTS/PHOTOGRAPHY DO YOU LIKE? FIND OUT WHO MADE IT, DM THEM, SAY HELLO
- REACH OUT TO JUNIOR/MID-WEIGHT/SENIOR CREATIVES, NOT JUST BIG BOSSES
- SOURCE NAMES BY CHECKING OUT CREDITS ON CREATIVE WORK (AWARDS SITES, INDUSTRY PRESS etc)
- HIT UP AGENCY IN-HOUSE TALENT MANAGERS (RECRUITERS)
- SHARE YOUR BOOK & MEET WITH AS MANY PEOPLE AS YOU CAN, AS OFTEN AS YOU CAN
- BE OPEN TO FEEDBACK >> ACTION IT & SEND UPDATES

# BOOK CRITS: WHAT DO WE LOOK FOR?

- STRONG PORTFOLIO OF CONCEPTUAL IDEAS (4/5)
- SOLVING REAL BUSINESS/CULTURAL/WORLD ISSUES
- BUILT ON SIMPLE INSIGHTS
- UNDERSTANDING OF MODERN CHANNELS
- SHOW SOME VERSATILITY & SOME PERSONALITY
- TALENT & POTENTIAL TRUMP PERFECTION
- TAILOR IT FOR WHOEVER YOU'RE MEETING
- ENTERTAIN OR IMPRESS, BUT LEAVE AN IMPRESSION



# IN IT TO WIN IT



Student Award Shows are a great way to get your work noticed & offer real-world pathways to having your work made as well as career opportunities.

Most awards are either free to enter or offer subsidies on fees.

Whether you choose to enter or not, use these sites as a hunting ground for creative briefs & viewing winners work for inspiration.





**STUDY THE WORLD'S BEST**













# REMEMBER

KEEP CREATING / HUNT FOR BRIEFS

SHARE YOUR WORK – BOOK CRITS, MENTORS, AWARDS OPPORTUNITIES

FIND A PARTNER – ART DIRECTOR / COPYWRITER

BE INTERESTED, BE ADVENTUROUS, BE CURIOUS, SAVOUR ALL INPUTS, KEEP CURRENT, HAVE AN OPINION

KEEP GOING. EYES ON THE PRIZE.

**HAVE SOME FFFFFFFUUUNNNNNN**



# **APPLICATIONS**

How to make an IMPACT





**ATS**



**COVER LETTER/PORTFOLIO**



**FILTER QUESTIONS**



**TRUST THE PROCESS**



# **PREPARATIONS**

Setting yourself up for a successful interview

BEING LATE

LACK OF  
RESEARCH

LONG-  
WINDED  
ANSWERS

**WHAT PUTS  
YOU OFF A  
CANDIDATE?**

BEING LATE

BORING  
QUESTIONS

NOT LISTENING  
TO OR ANSWERING  
THE QUESTION

LACK OF  
RESEARCH

ROBOTIC OR  
FORMULAIC  
ANSWERS

READING NOTES OFF  
CAMERA, USING NOTES/  
PROMPTS

LONG-  
WINDED  
ANSWERS

LACK OF EFFORT – COULD  
BE ANY JOB AT ANY  
COMPANY

PERFORMING  
A PART





**GET YOUR S.T.A.R  
STORIES STRAIGHT**



**COMPANY RESEARCH**



**INDUSTRY RESEARCH**



**TRANSFERRABLE  
SKILLS**



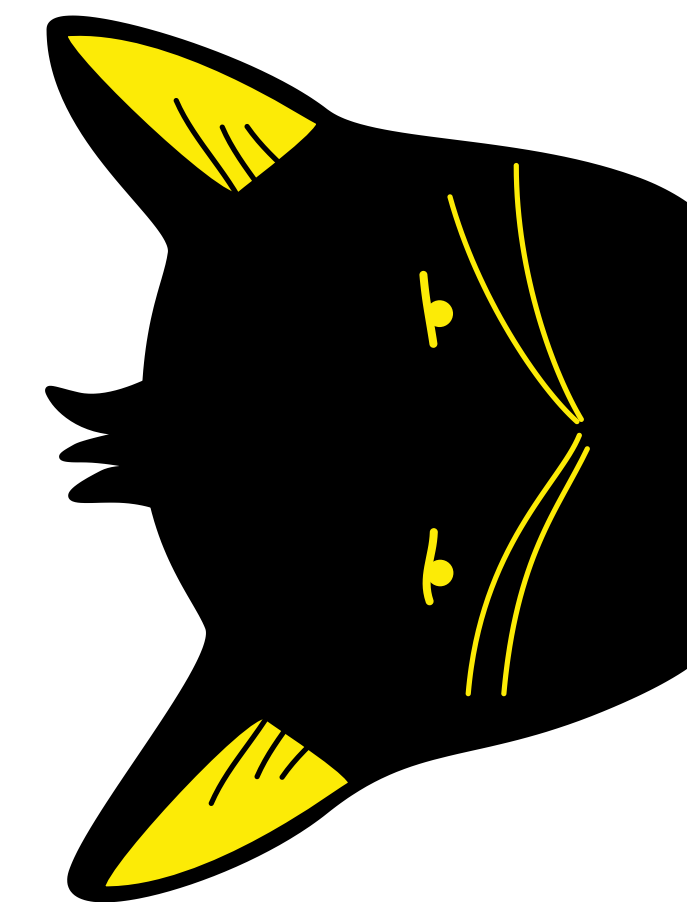


# REMOTE CONNECTIONS

Interviews in an online world



# WHAT MIGHT NOT WORK





**DON'T READ NOTES/  
ANSWERS**



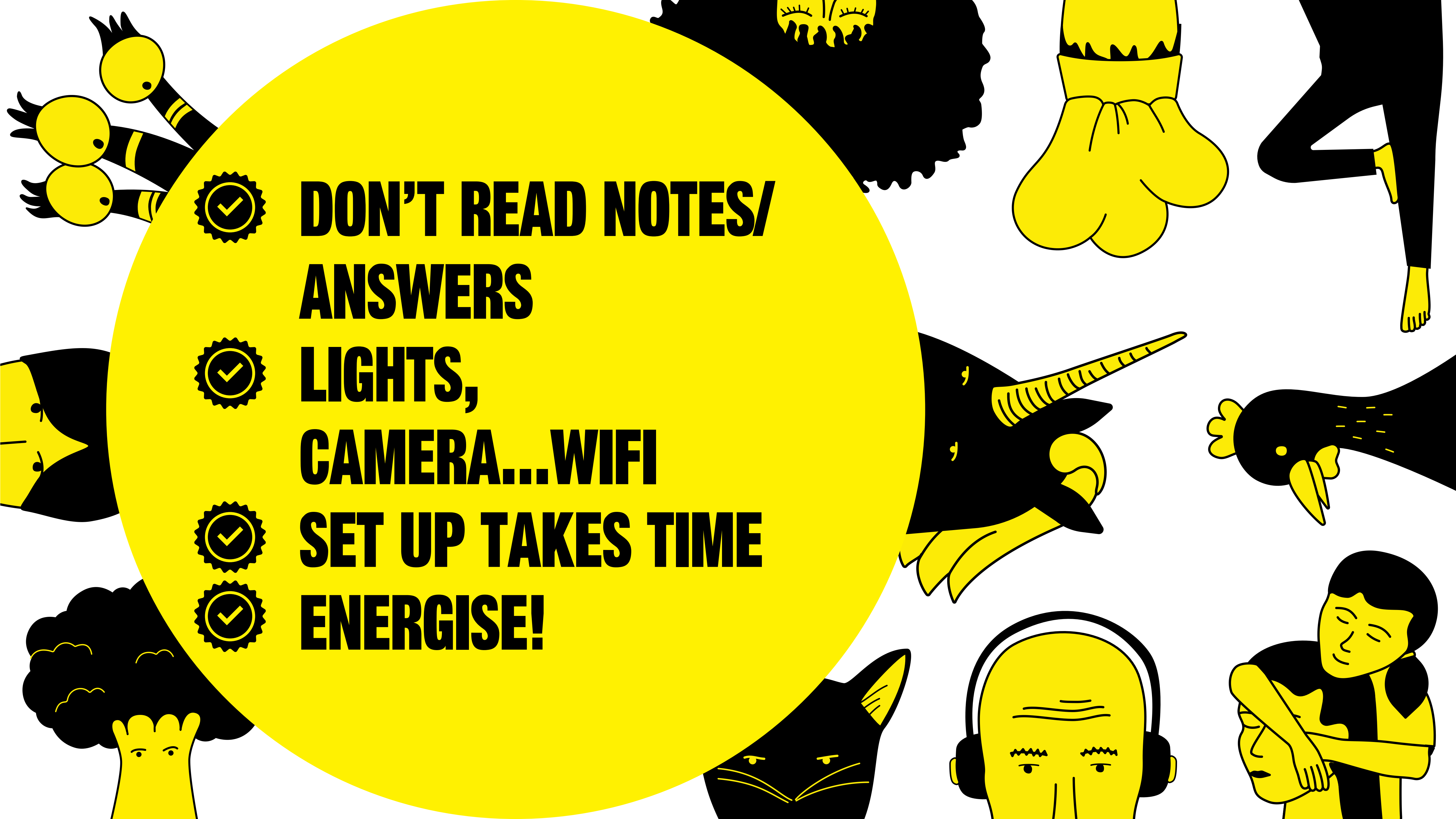
**LIGHTS,  
CAMERA...WIFI**



**SET UP TAKES TIME**



**ENERGISE!**







# **YOUR VOICE**

Showing up authentically



**BE YOU**



**DON'T LIE**



**DANGERS OF  
INAUTHENTICITY**



**WE LOVE ALL OF YOU**

# **WHAT NEXT?**

What to expect after the event



**REALITIES OF  
RECRUITMENT**



**FEEDBACK**



**BUILD BRIDGES**



**SUCCESS**



**REJECTION**



**“THERE ARE NO SHORTCUTS  
TO ANY PLACE WORTH GOING”**

**BEVERLEY SILLS**



**WANNA WORK  
HERE?**

For real!



**APPLICATIONS OPEN**

**25.10.24**

**APPLICATIONS CLOSE**

**03.11.24**

**SELECTIONS COMPLETE**

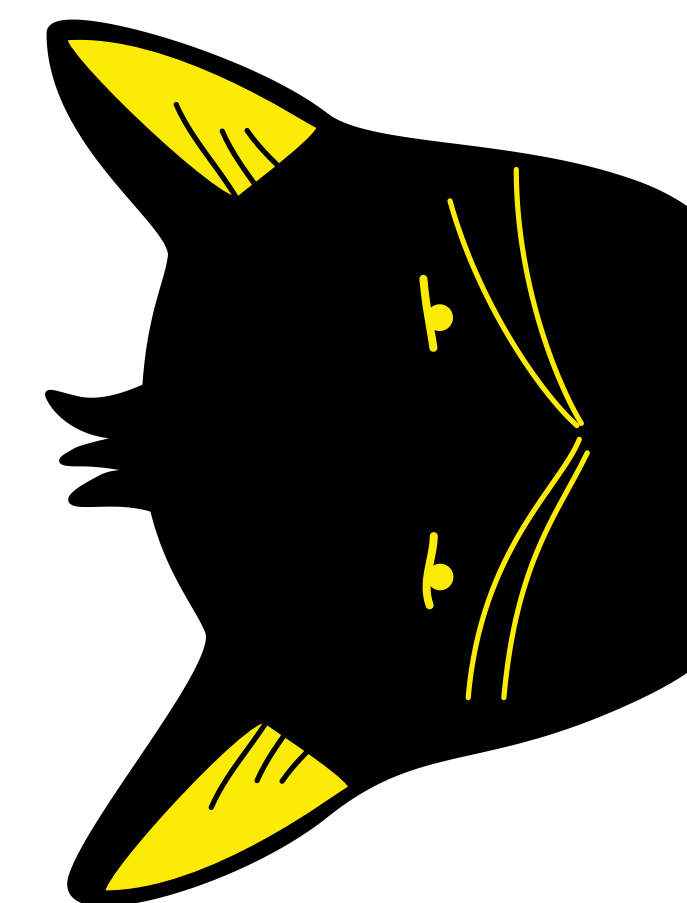
**w/c 18.11.24**

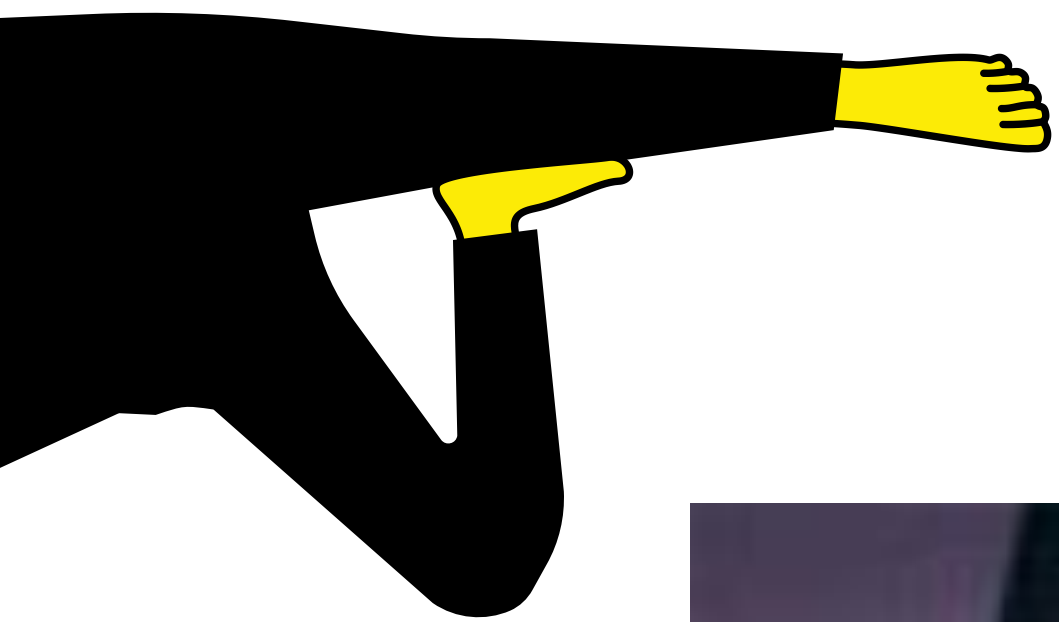
**UK ASSESSMENT DAY**

**27.11.24**

**US ASSESSMENT DAY**

**TBC**





# POLL TIME



ONE LAST TIME





**ON A SCALE OF 1-10,  
HOW CONFIDENT DO  
YOU FEEL APPLYING  
FOR A JOB?**

**1 = THE LEAST**

**10 = THE MOST**

**ANY QUESTIONS?**



*Thank  
you*

**M&CSAATCHI**  
OPEN HÔUSE

