

# WELCOME TO WEEK 7

## HOW TO GET A JOB\*

\*in creative communications

**M+C SAATCHI**  
OPEN HOUSE





# HELLO WEEK 7



**JULES MEADWELL**  
*Global Head Talent Acquisition*  
*M+C Saatchi Group*



**BETH MCKENZIE**  
*Senior Talent Acquisition Partner*  
*M+C Saatchi Group*

# HOUSE RULES

You are not able to be seen or heard by the speakers or other participants

Please be respectful of the speakers and of each other when using the communication features

Please use the Q&A function to ask any questions and we will do our best to answer as many as we can.

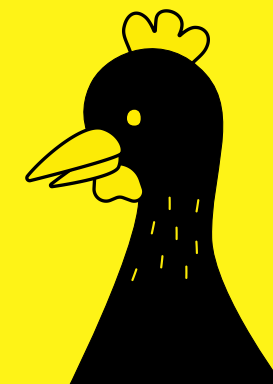
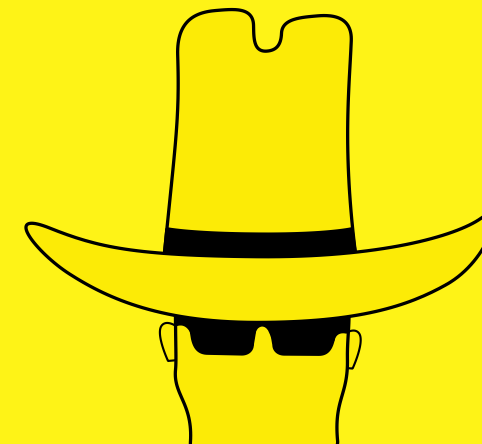
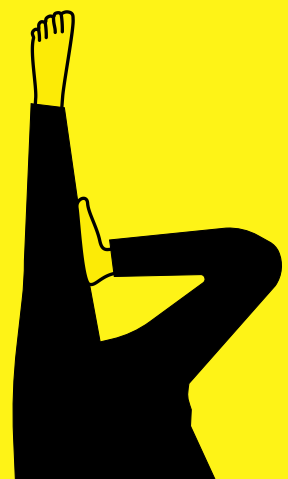
Please use the Polling function when directed to by the Speakers

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

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

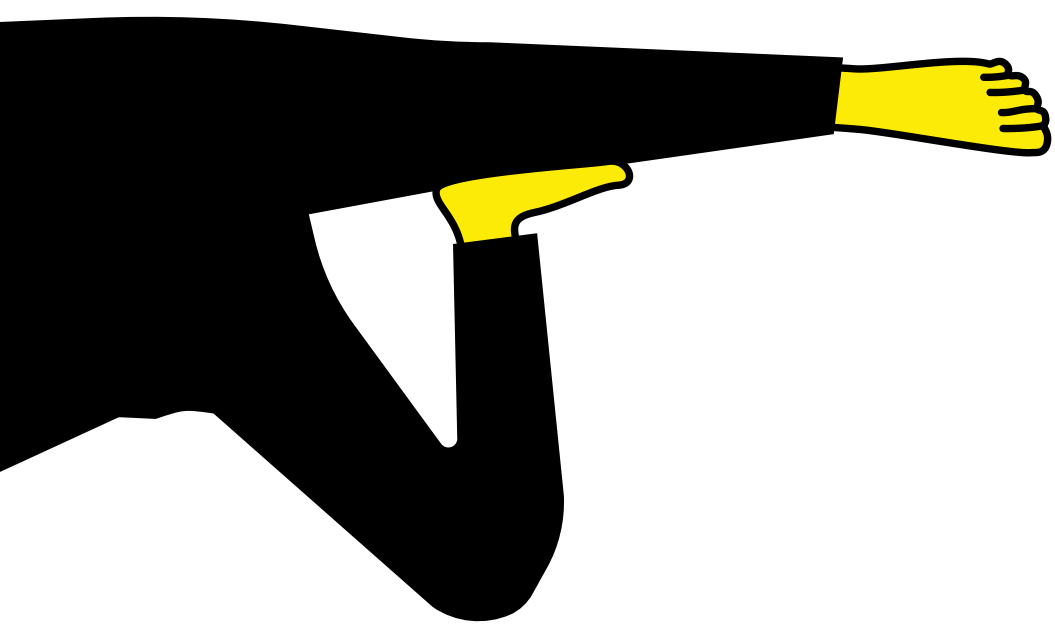


**“THERE HAS NEVER BEEN  
A MORE EXCITING TIME  
TO BE IN THE INDUSTRY”**





# 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, pitching ideas
2. Strategy - Insight, thinking, problem solving, simplifying
3. Creative - Problem solving, ideas, creativity, copywriting
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**



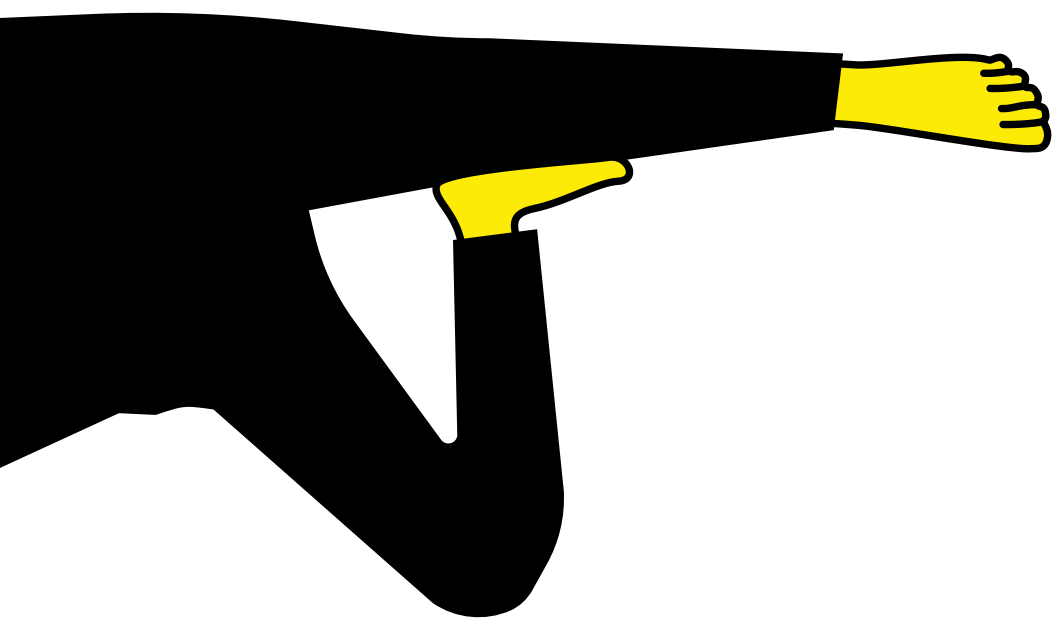
**THINK BROAD**





# **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**



# **CREATIVES**

**Partnerships and Portfolios**

# BECOMING A CREATIVE

**\*\*Some Top Tips from Global Chief Creative Officers Rob Doubal + Laurence Thomson**



**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**

**M+C SAATCHI**  
OPEN HOUSE

**BE THE  
SPONGE**



**M+C SAATCHI**  
OPEN HOUSE

# LEARNING & INSPO

**THE  
ONE CLUB  
FOR  
CREATIVITY**



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 attended by Talent recruiters.



**CREATIVE  
FOUNDATION**

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



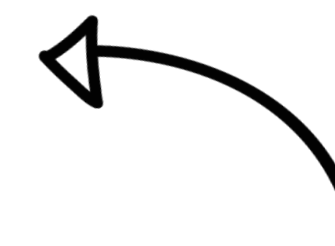
Take the time whilst studying to find a like-minded partner with complimentary skills. Working as a duo traditionally is a plus.

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

**M+C SAATCHI**  
OPEN HOUSE



**INTERESTS / SIDE HUSTLE**

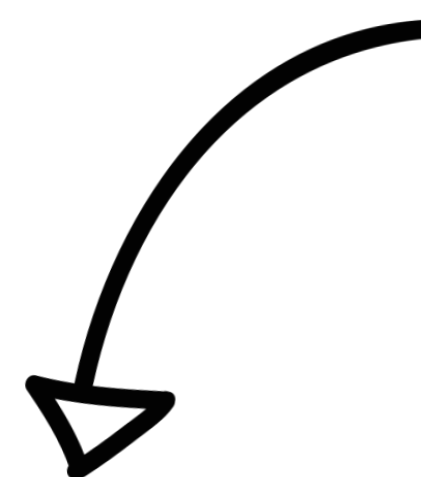
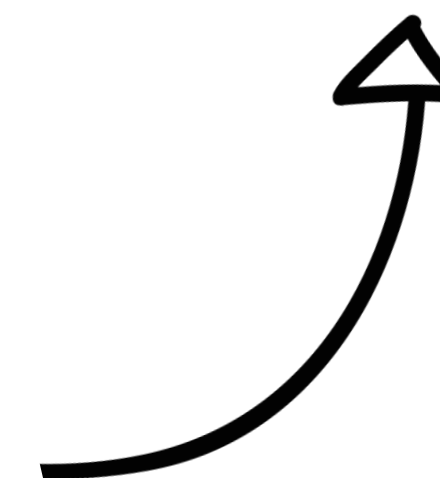


**WHAT MAKES YOU YOU**

**WHERE TO START**

**BUILD A PORTFOLIO**

showcase your thinking



**4-5 IDEAS / BRIEFS**



**A FEW ONE LINERS (STRATEGY)**

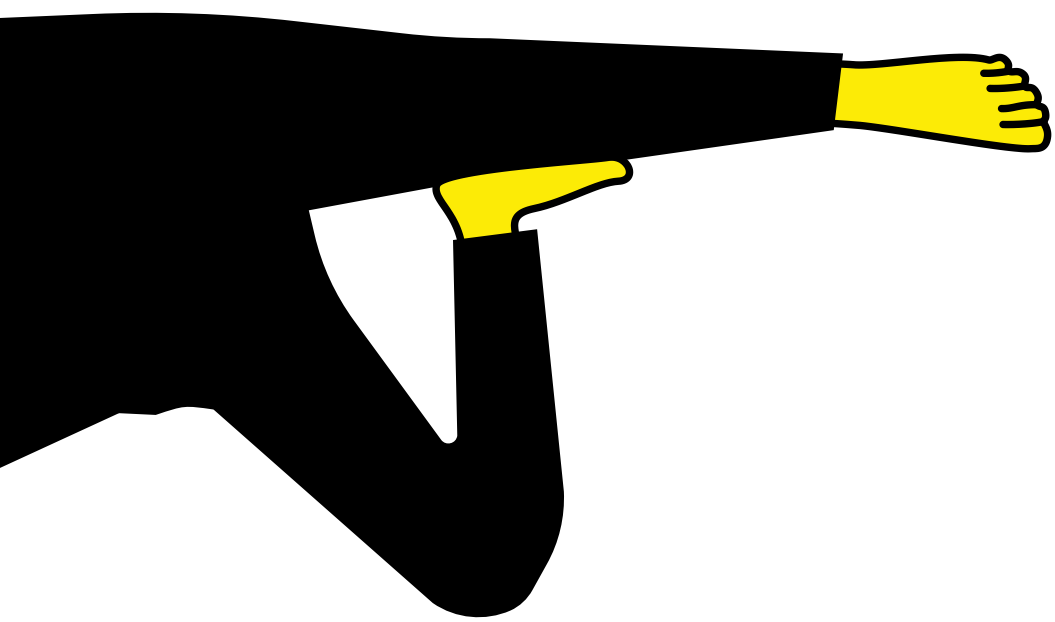
360 campaigns



**SOLVE A PROBLEM THAT YOU CARE ABOUT**

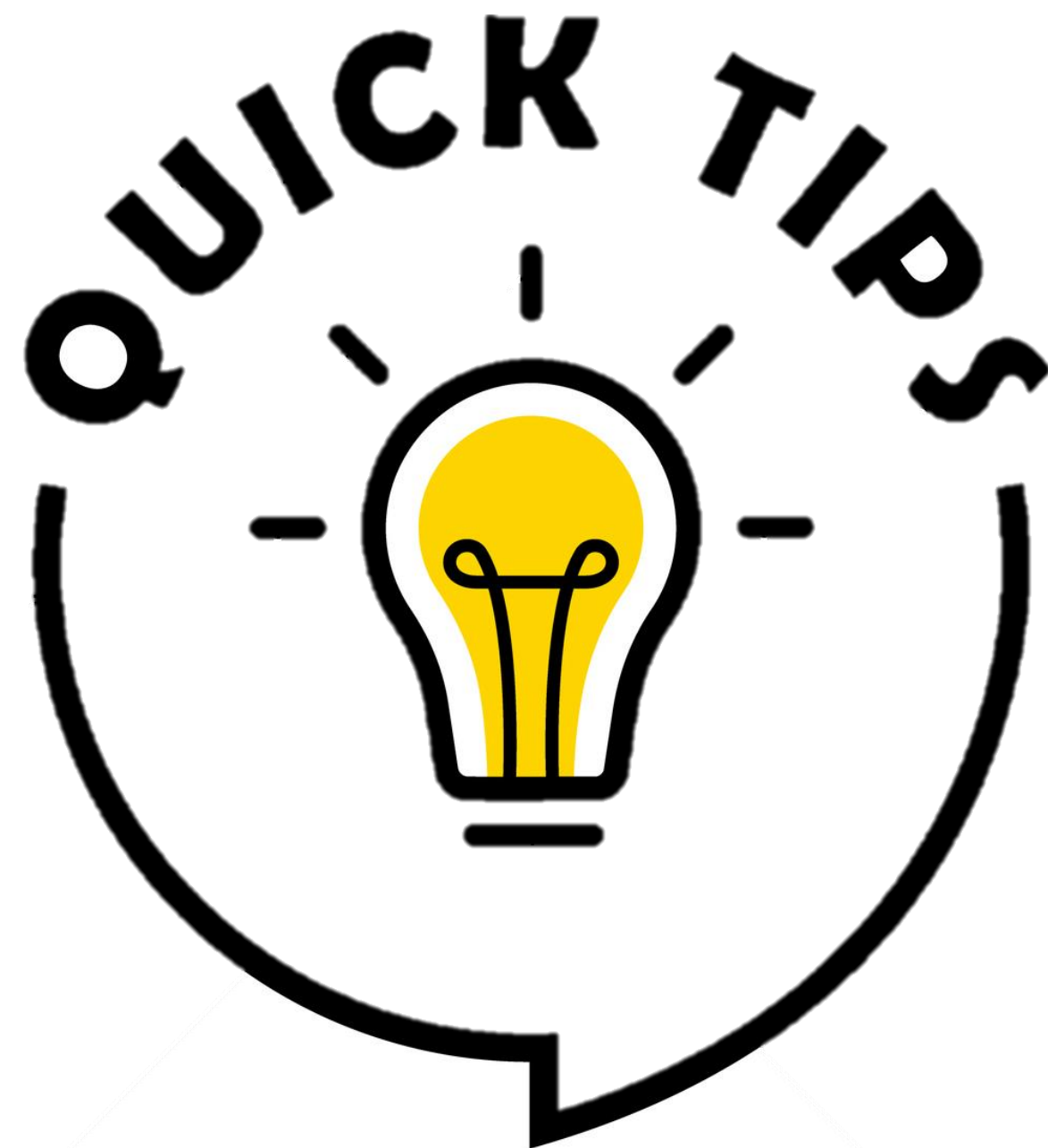


**M+C SAATCHI**  
OPEN HOUSE



# 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 harshest 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.



# RESOURCES

- **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
- **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**

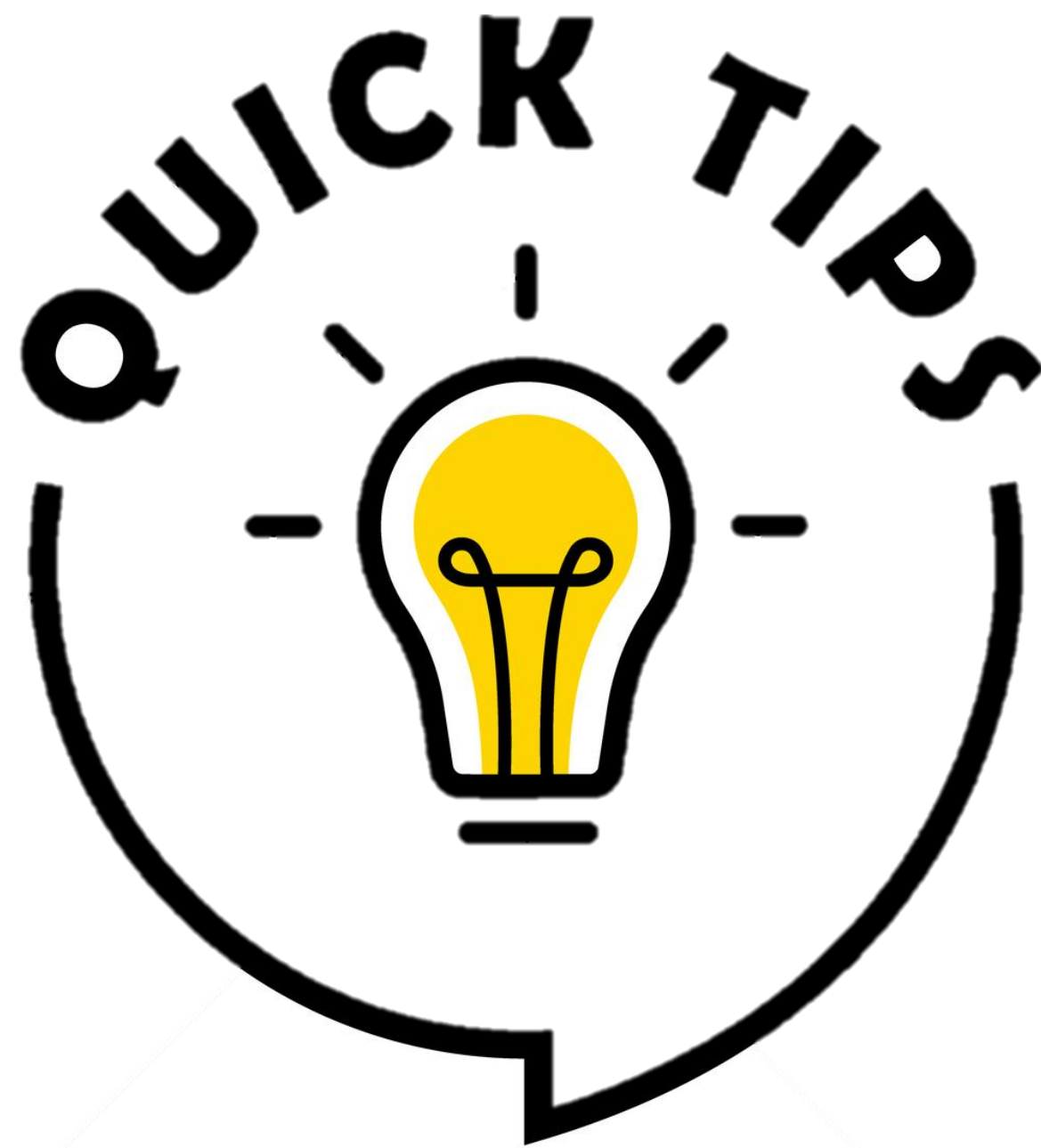
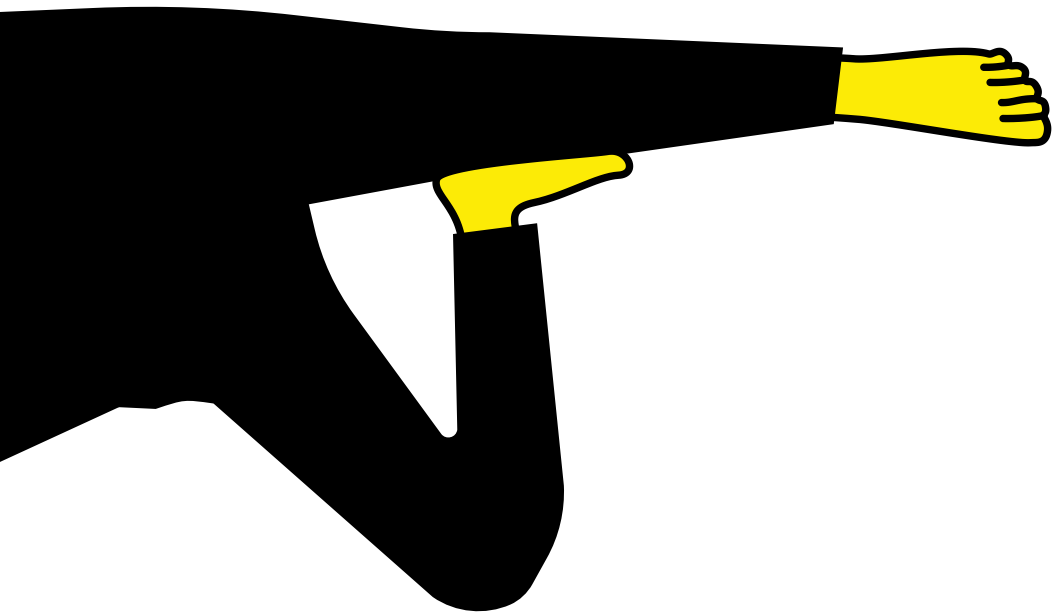


The—Dots

**YCC**

**M+C SAATCHI  
OPEN HOUSE**

# 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 VERSTALITY & SOME PERSONALITY**
- **TALENT & POTENTIAL TRUMP PERFECTION**
- **TAILOR IT FOR WHOEVER YOU'RE MEETING**
- **ENTERTAIN OR IMPRESS, BUT LEAVE AN IMPRESSION**



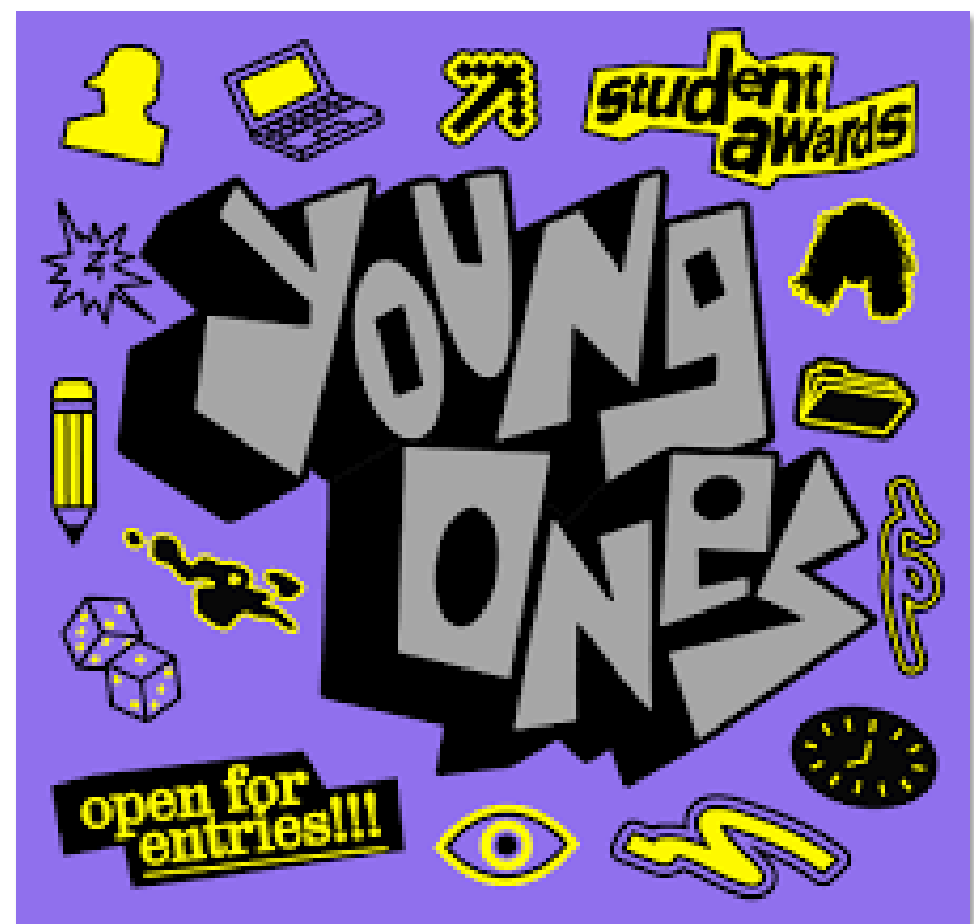
# IN IT TO WIN IT



**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.**



Student  
Advertising, Media & PR



**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**

**M+C SAATCHI**  
OPEN HOUSE



# **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**



The background features a high-contrast, abstract composition of thick black and white brushstrokes. A prominent yellow circle is centered on the page, containing the main text.

# **REMOTE CONNECTIONS**

**Interviews in an online world**



# WHAT MIGHT NOT WORK







# **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**





**WANNA WORK  
HERE?**

**For real!**

# INTERNSHIP OPPORTUNITIES START 22 JUNE

## ASIA - Performance

### INDIA

5 Internships across:  
Search & Social x2  
Creative - Copy  
Campaign Operations  
Reporting & QA

### INDONESIA

5 Media Internships  
(Rotations)

## AUSTRALIA

2 Internships

Sydney  
Melbourne

## EUROPE

1 Internship in  
each House

Berlin  
Milan  
Netherlands

## UK

7 Internships

Account Exec  
Design  
Event Production  
PR  
Search & Social  
Strategy  
World Services x2

## NORTH AMERICA

4-6 Internships

Creative - Art Director  
Creative - Copy  
Graphic Designer  
Motion Designer  
Strategy  
Paid Media

## GLOBAL TALENT POOL

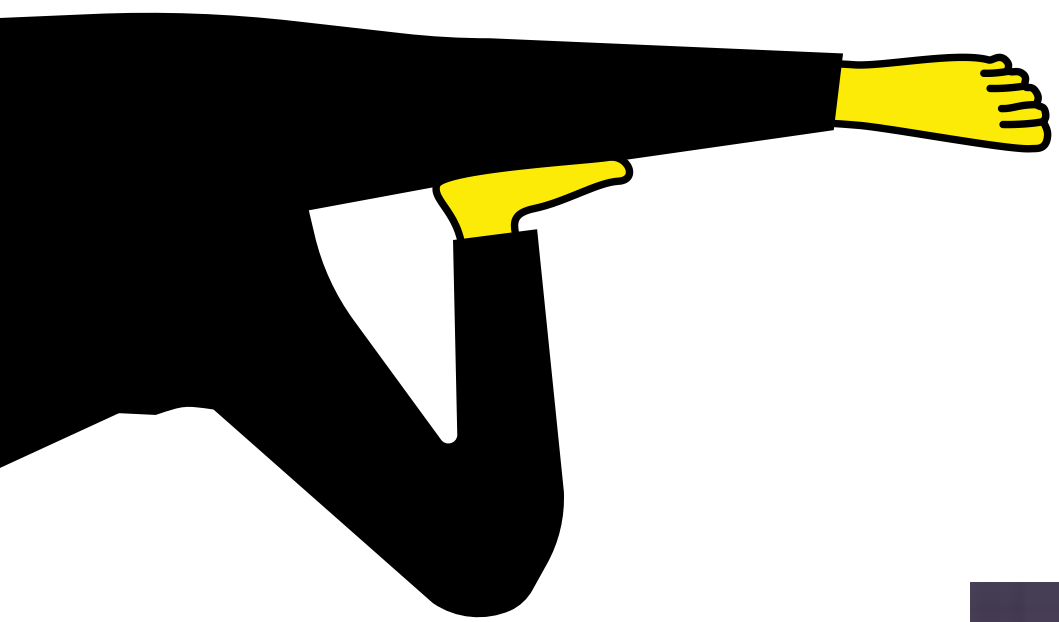
FOR FUTURE LIVE ENTRY-LEVEL ROLES



# KEY DATES

<b>APPLICATIONS OPEN</b>	<b>24 APRIL 26</b>
<b>APPLICATIONS CLOSE</b>	<b>3 MAY 26</b>
<b>SELECTIONS COMPLETE</b>	<b>w/c 18 MAY 26</b>
<b>ASSESSMENT PROCESS</b>	<b>w/c 1 JUNE 26</b>
<b>OUTCOME</b>	<b>w/c 8 JUNE 26</b>
<b>INTERNSHIPS START</b>	<b>22 JUNE 26</b>





# 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+C SAATCHI**  
OPEN HOUSE

