

WELCOME TO

M+C SAATCHI
OPEN HOUSE

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



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Senior Talent Acquisition Partner
M+C Saatchi Group



HELLO WEEK 7



JODIE BLAIR

*Talent Acquisition Director
M+C Saatchi AUNZ*



OKTAVIANI ADITIA

*People Manager
M+C Saatchi Performance
Indonesia*

HOUSE RULES

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

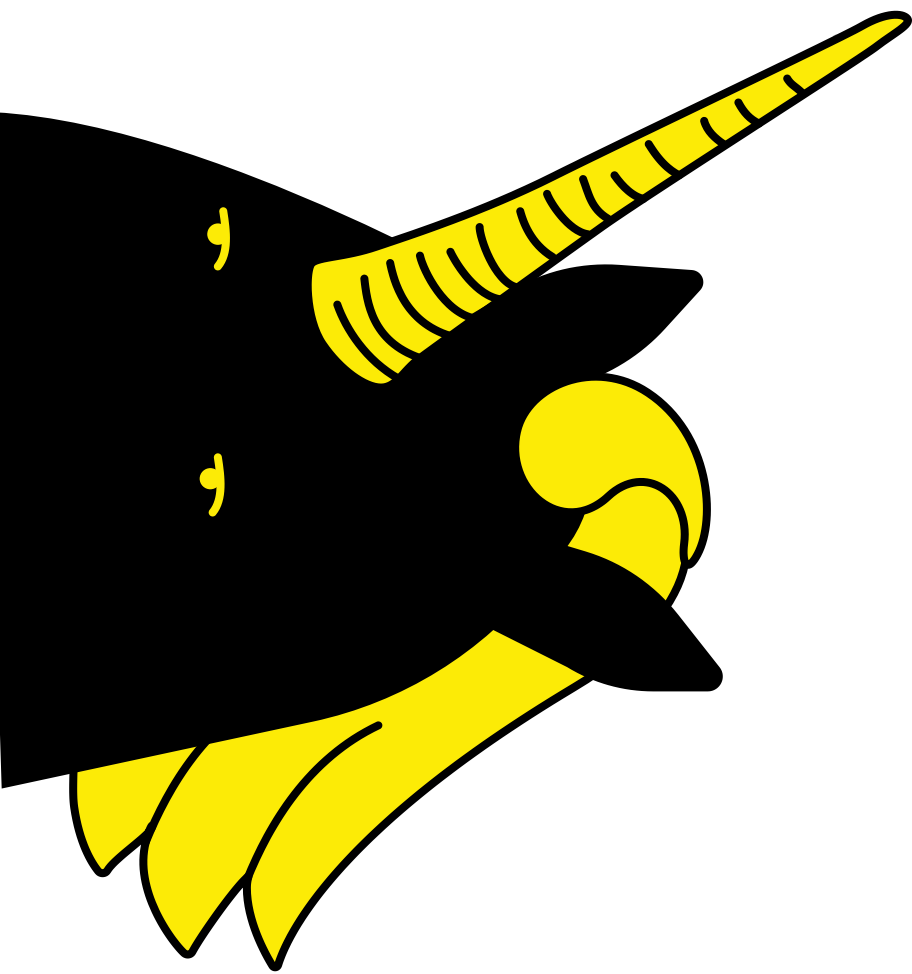
Please be respectful of the speakers and of each other when using the communication features

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

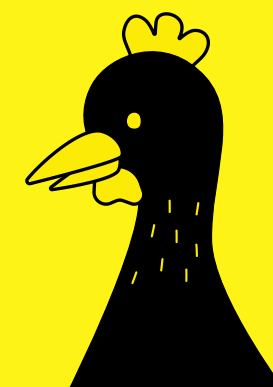
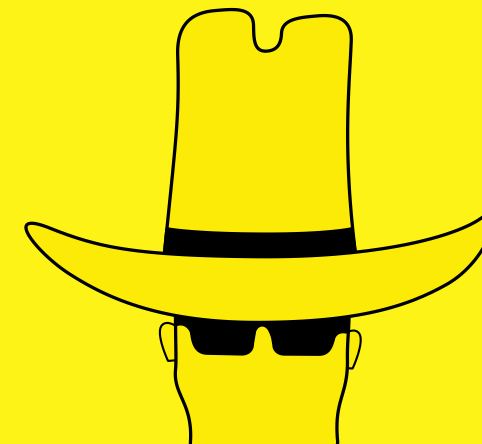
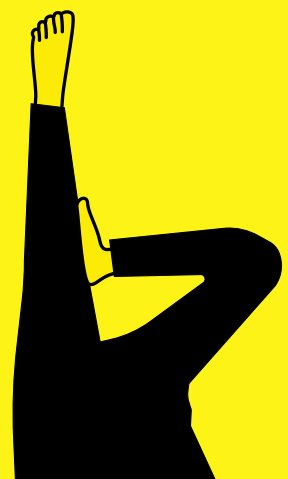
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Please use the auto-transcript function in if you need to

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

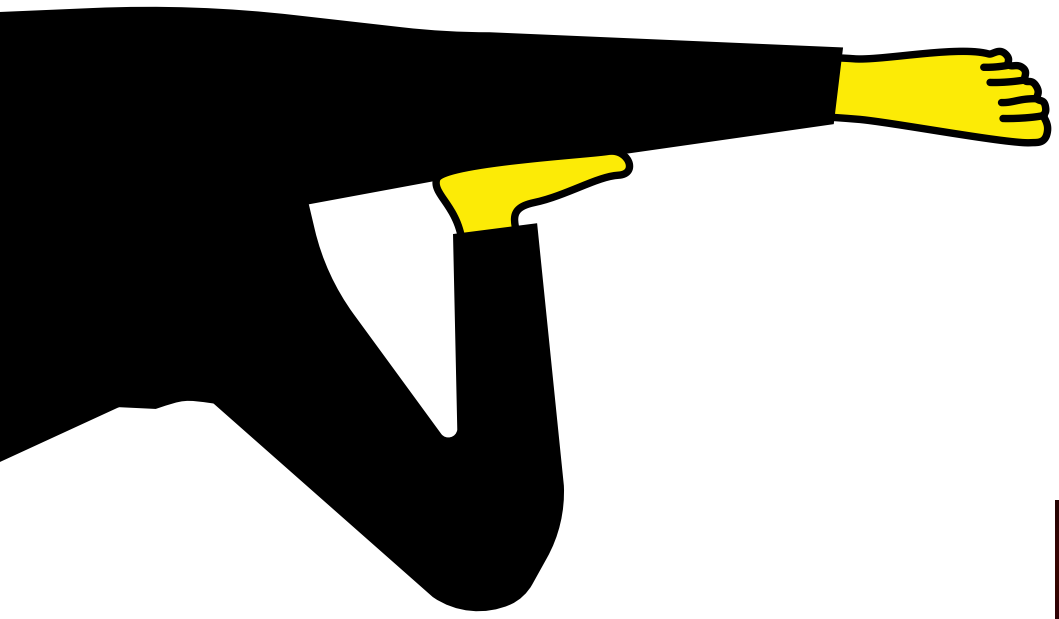


**“THERE HAS NEVER BEEN
A MORE EXCITING TIME
TO BE IN THE INDUSTRY”**





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



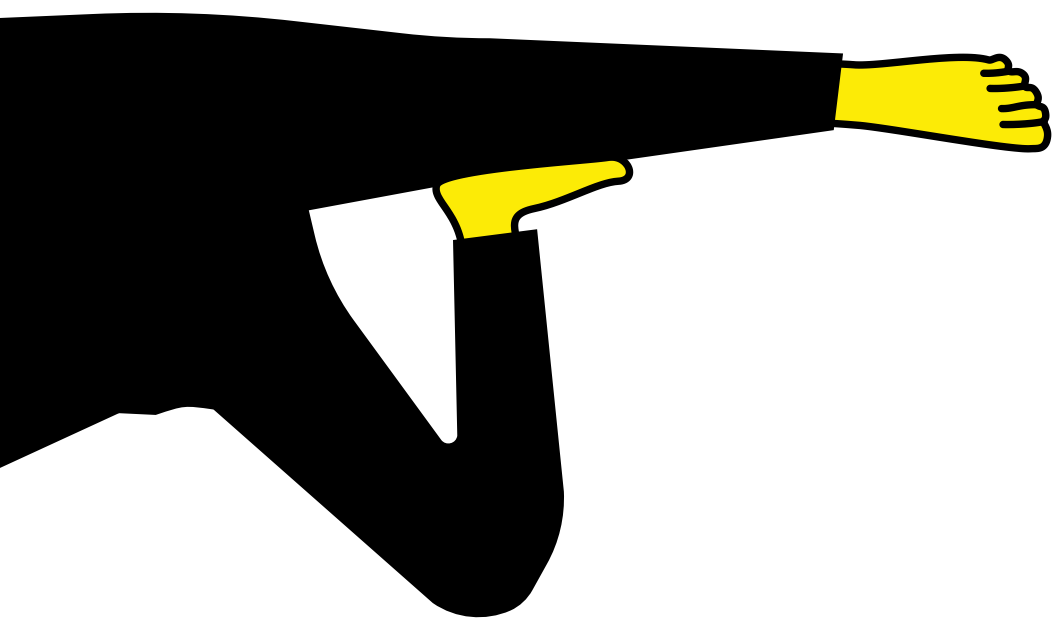
THINK BROAD





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**

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**AND THEN
CREATE SOME MORE**



**BEING A
CREATIVE
BEING**

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

RICK RUBIN – THE CREATIVE ACT

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**BE THE
SPONGE**



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LEARNING & INSPO (AUNZ)

**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.

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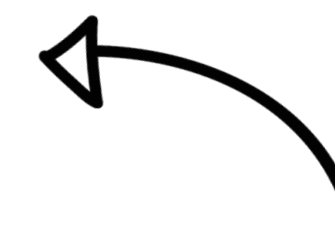
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INTERESTS / SIDE HUSTLE

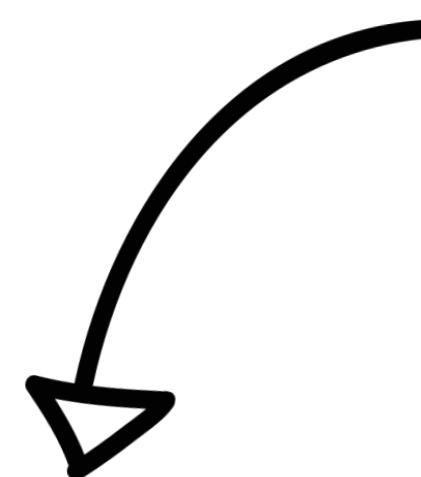
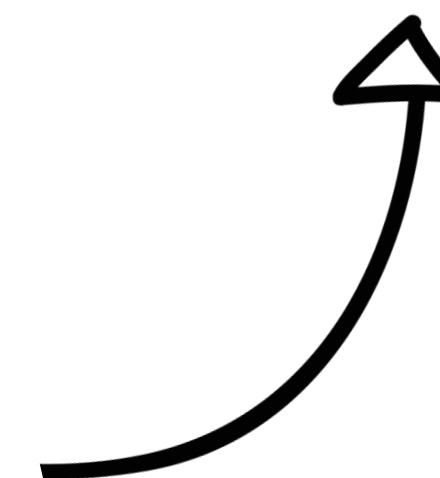


WHAT MAKES YOU YOU

WHERE TO START

BUILD A PORTFOLIO

showcase your thinking



4-5 IDEAS / BRIEFS

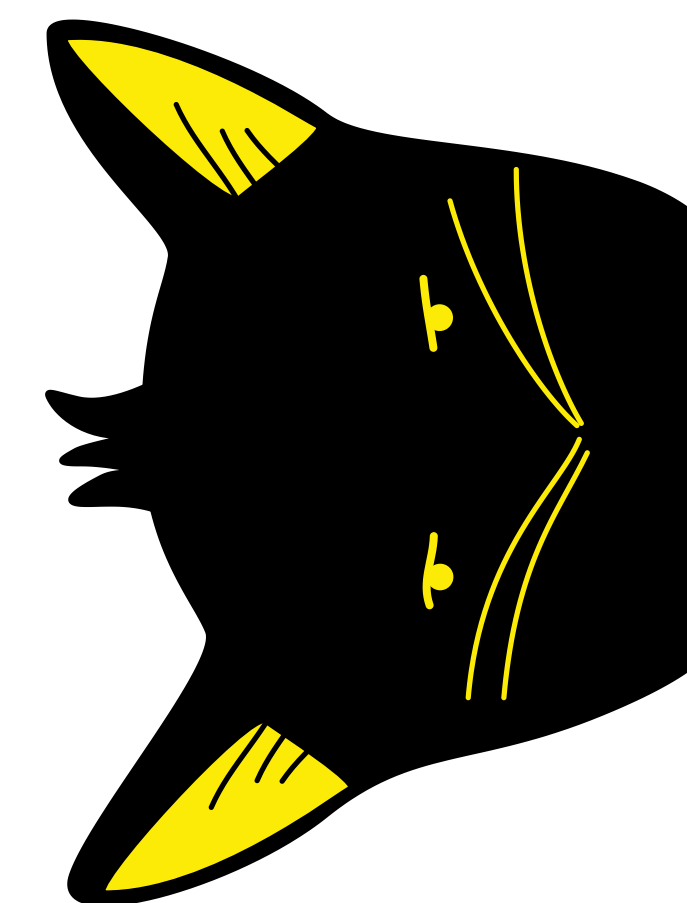


A FEW ONE LINERS (STRATEGY)

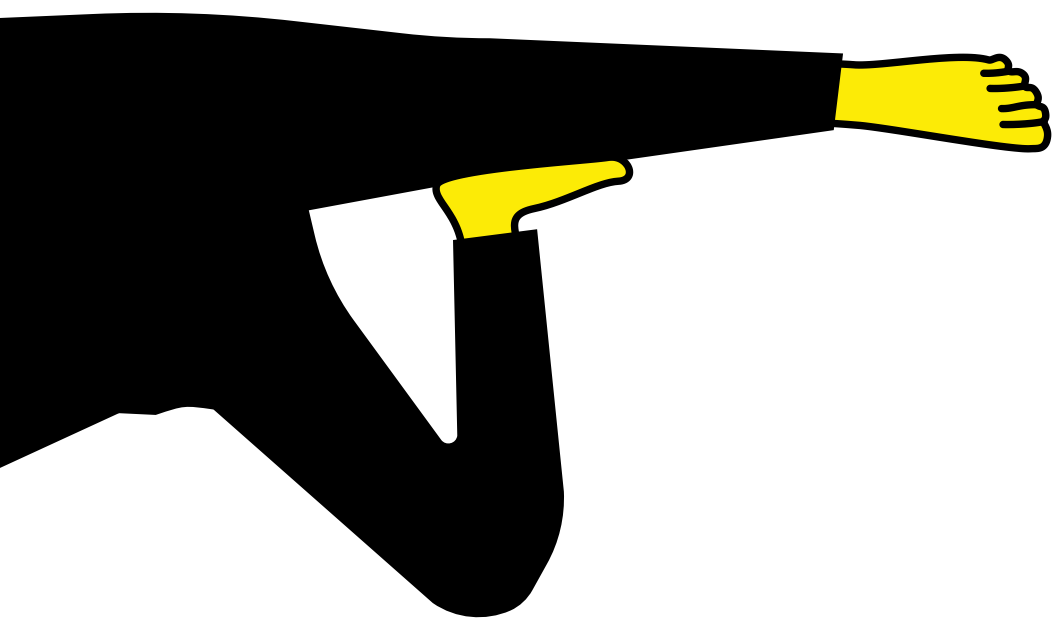
360 campaigns



SOLVE A PROBLEM THAT YOU CARE ABOUT

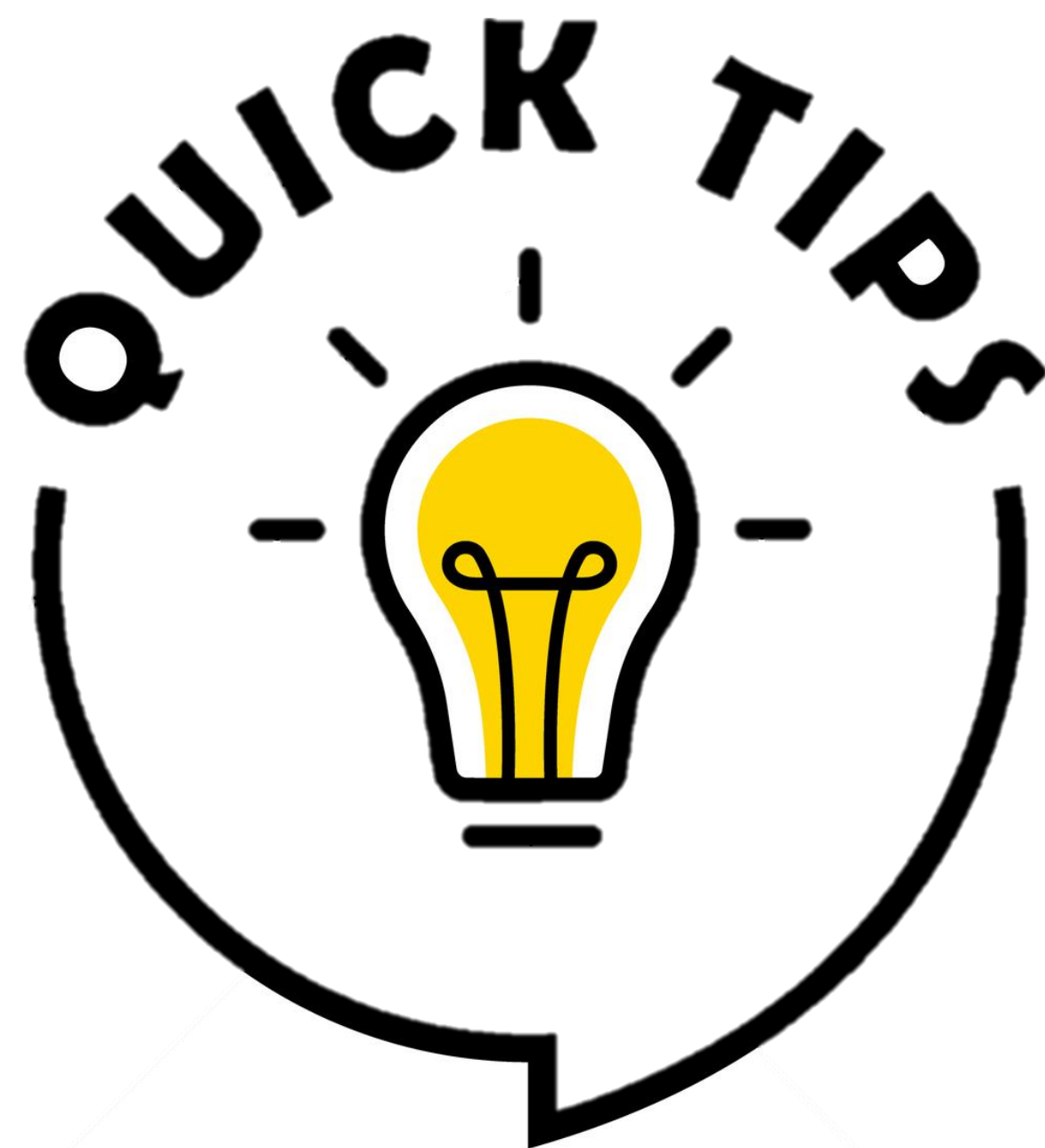


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A BRIEF GUIDE TO BRIEFS

- **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**

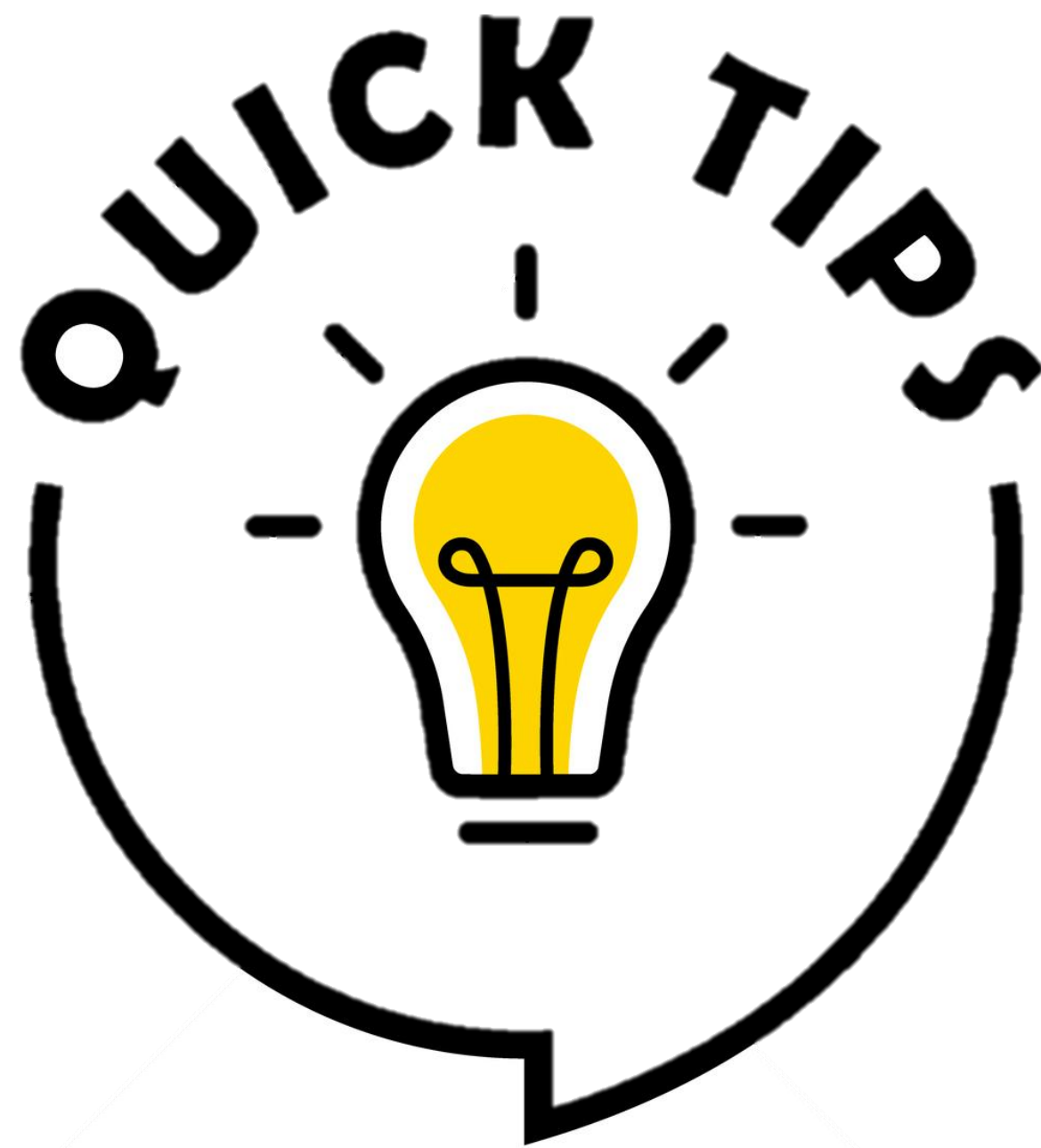
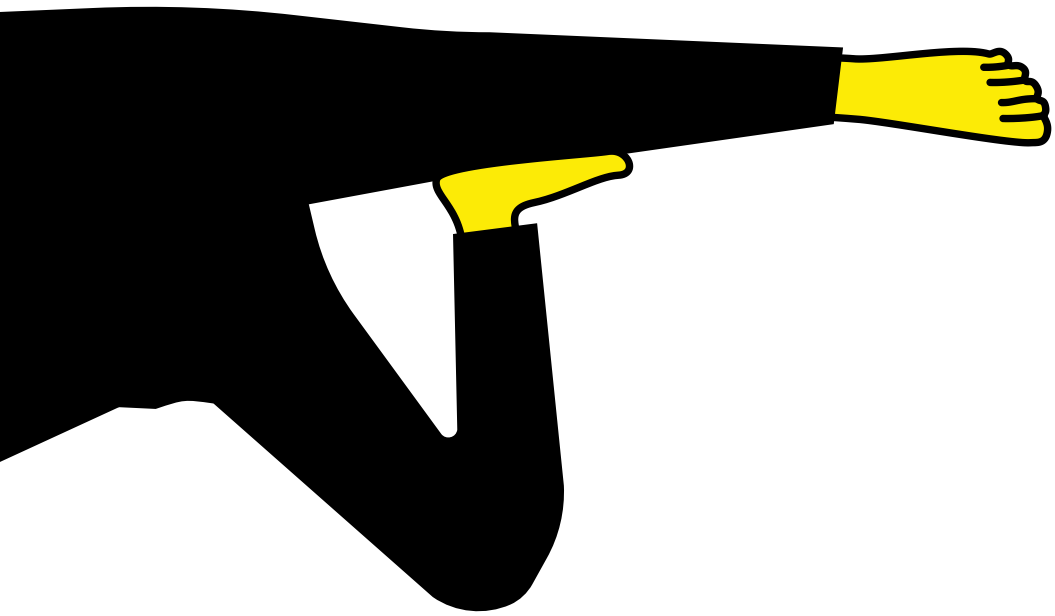
LinkedIn



YCC

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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**



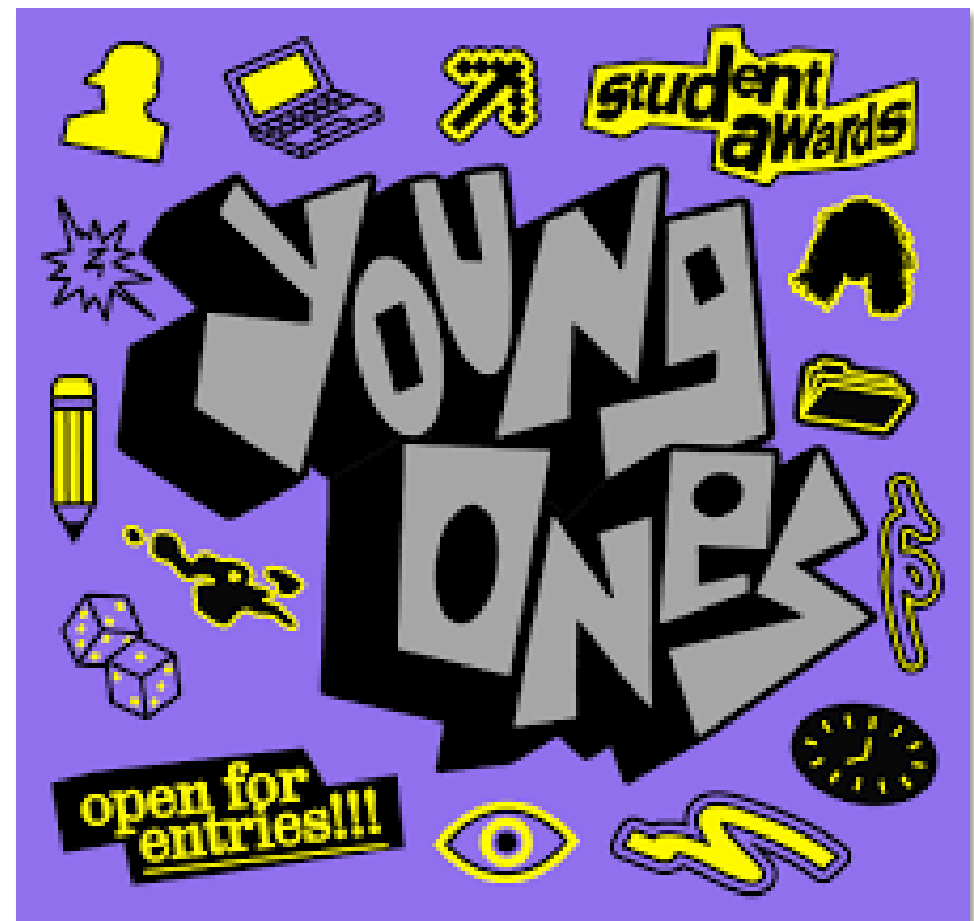
IN IT TO WIN IT



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

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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





**DON'T READ NOTES/
ANSWERS**



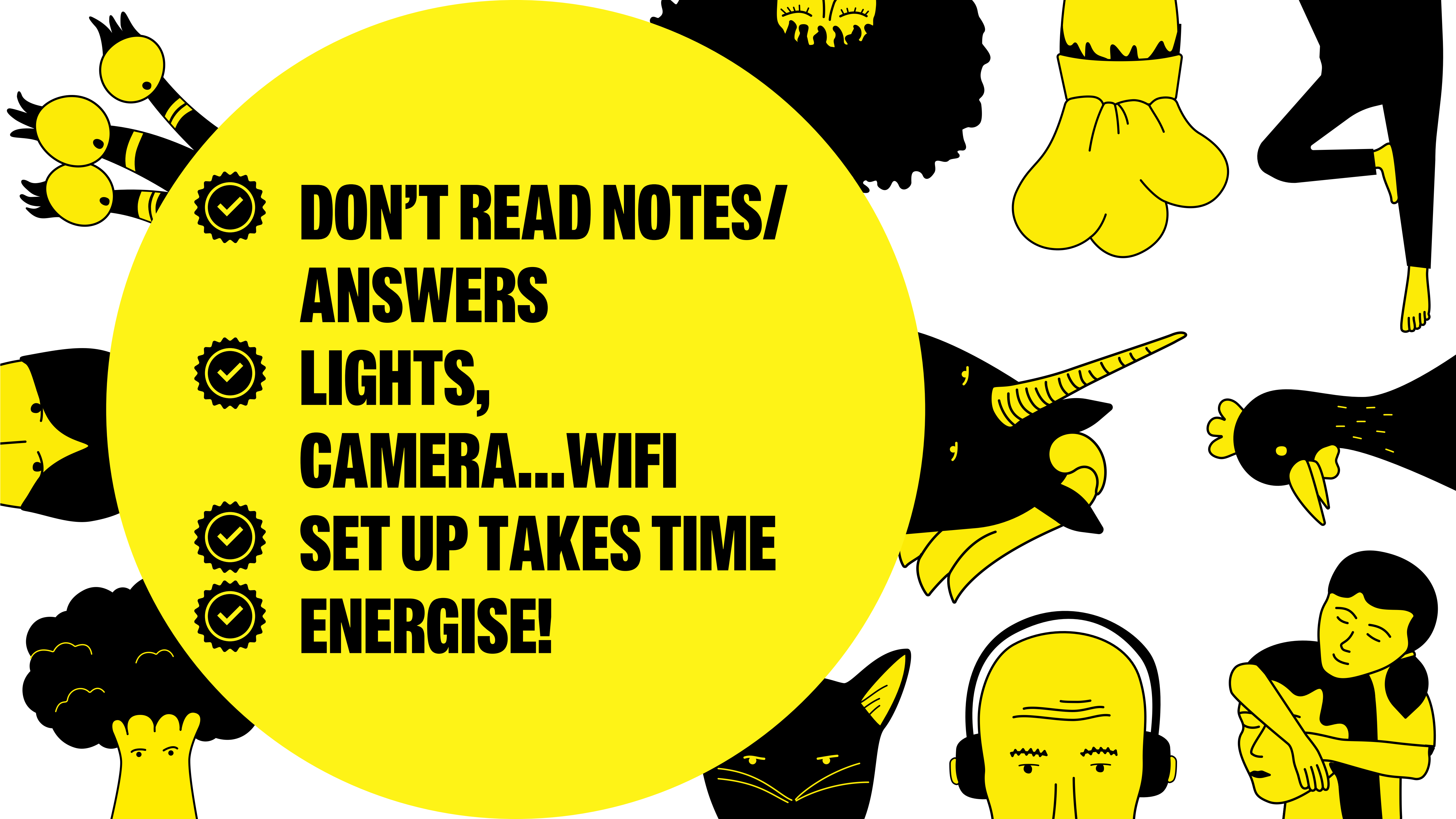
**LIGHTS,
CAMERA...WIFI**



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





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

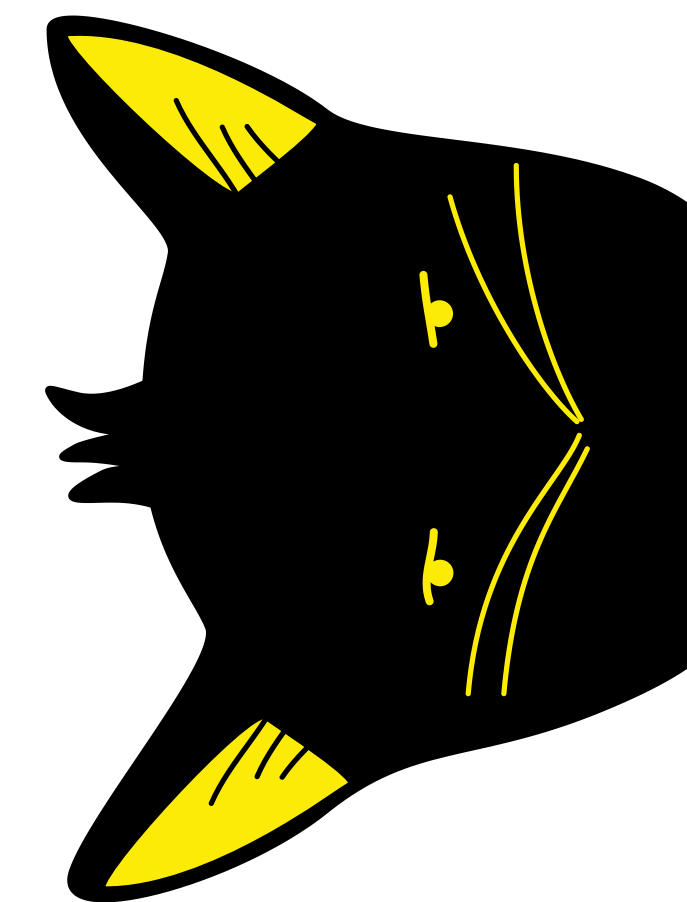
Creative – Art Director
Creative – Copy
Graphic Designer
Motion Designer
Strategy
Paid Media

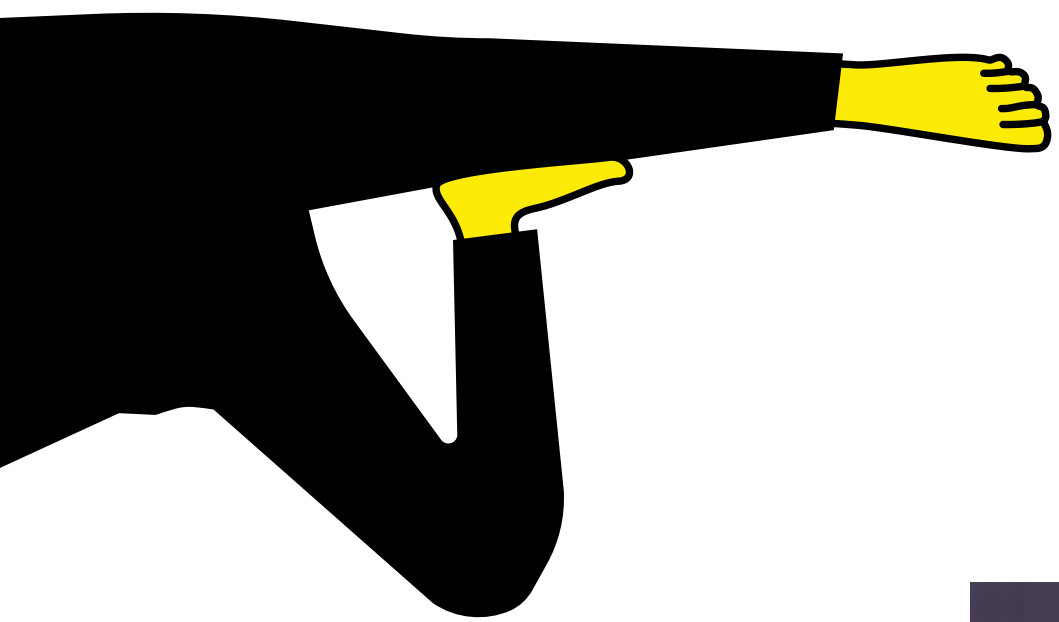
GLOBAL TALENT POOL
FOR FUTURE LIVE ENTRY-LEVEL ROLES



KEY DATES

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





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*

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