

# **AAGE Graduate Recruitment Industry Award**

**VICTORIAN PUBLIC SECTOR COMMISSION**

**Submission for most popular integrated marketing  
campaign - public sector**

# Background

- The Victorian Public Service Graduate Recruitment and Development Scheme commenced its 35<sup>th</sup> year in 2018
- In alignment with an overall program of change the graduate branding was scheduled for an update to ensure market competitiveness
- Research showed real stories from real people carried the most weight when it came to forming impressions and selecting graduate offerings
- The greatest challenge identified was overcoming broader perceptions around working in government and updating the brand without losing a well established reputation
- The desire to make a difference was found to be a fundamental motivator for graduates looking at employment opportunities

# Approach

- A multimodal approach was employed with the revised messaging, look and feel applied throughout all recruitment processes, applications, collateral, systems and tools
- Marketing focused on the experiences of graduate alumni, flexible program offerings and development opportunities
- The graduate specific program name and logo were retired and replaced with the Victorian State Government logo and Victorian Government graduate program nomenclature for all external marketing to increase brand strength and recognition
- Resources were focused on the digital experience ensuring applicants saw targeted marketing and advertisements

# Outcome

- Applications increased by 105% from the previous year
- 300 followers on Facebook within 3 months
- Integrated marketing campaign developed including:
  - New graduate specific website with phased content release based on user testing
  - Pull-up banners
  - Promotional postcards
  - Suite of presentation and document templates used throughout selection and recruitment events
  - Dedicated customer service team for all enquiries
  - Hero graduate stories and videos
  - Increased targeted promotions leading to a higher quality of applicants
  - Participation at broadened careers events to increase reach of diverse cohorts

# Sample advertising

**"I want to do something that benefits others"**



—  
Work with purpose

**VICTORIA**  
State Government

**"It feels good knowing my work has value"**



—  
Work with purpose

**VICTORIA**  
State Government

—  
Work with purpose



[grads.vic.gov.au](http://grads.vic.gov.au)

**VICTORIA**  
State Government



**"I do the kind of work my friends respect."**

—  
Work with purpose

**VICTORIA**  
State Government

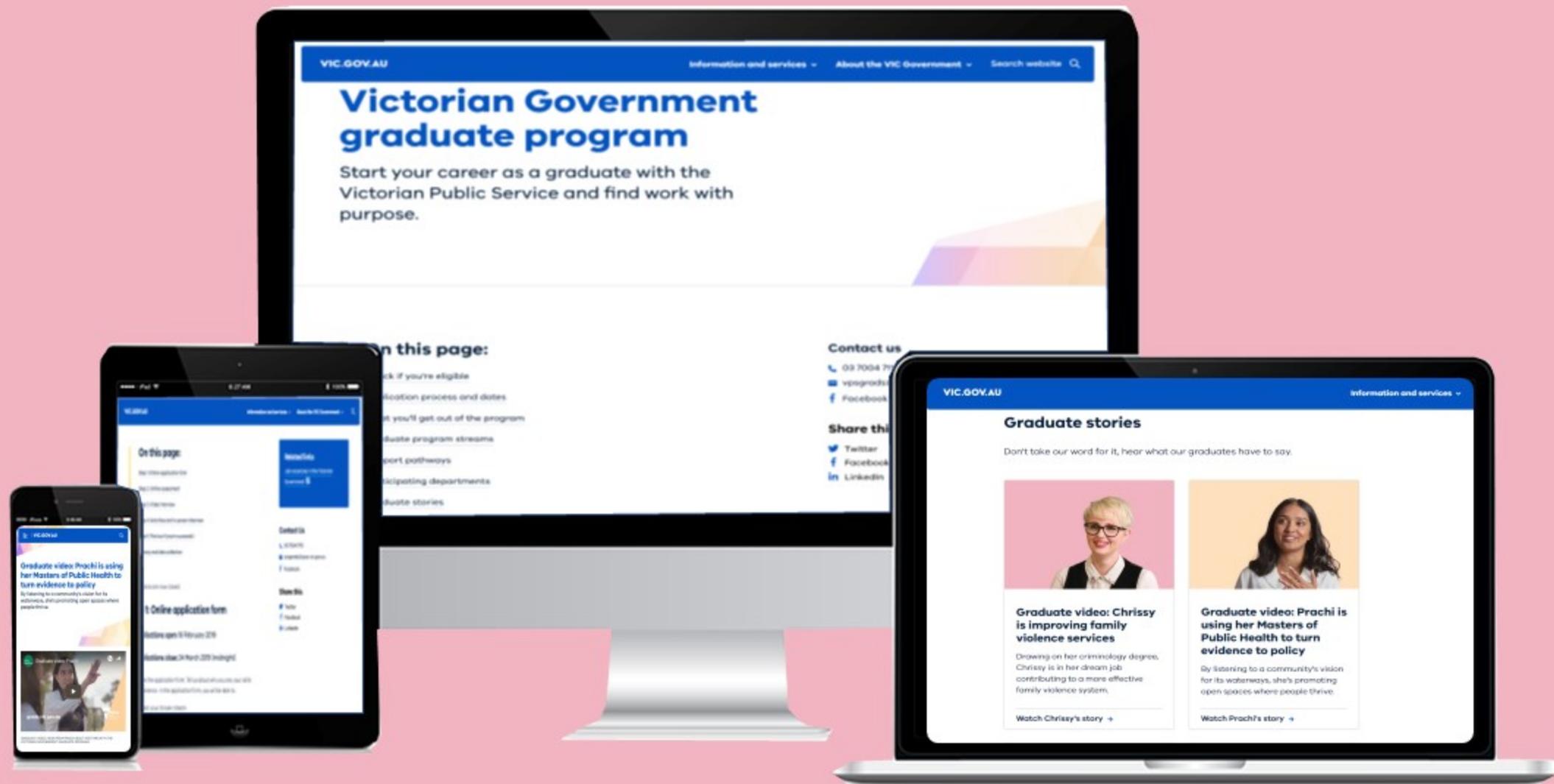


**"I like that I'm doing something worthwhile."**

[grads.vic.gov.au](http://grads.vic.gov.au)

**VICTORIA**  
State Government

# Website



# Social media

Victorian Government graduate program

Home Find Friends Create

**"The work we do is truly meaningful"**

grads.vic.gov.au

Victoria State Government

Victorian Government graduate program @grads.vic.gov.au

Home Liked Following Share Learn More Send Message

Posts

Victorian Government graduate program 17 May at 10:30  
Our Assessment Centres are now over. It was great to see so many talented graduates. Next step is offers!

4 1 comment

Like Comment Share

Victorian Government graduate program 13 May at 13:30  
It's week two of Assessment Centres and we're ready to meet more talented graduates!

Community

No rating yet

Invite your friends to like this Page

299 people like this

332 people follow this

Carolyn Vark likes this

About

03 9651 2247

Typically replies within a day

Send message

Victorian Government graduate program 19 March

The Aboriginal pathway offers Aboriginal and Torres Strait Islander graduates with support during the application process, throughout the graduate program and their future government career. Find out more at [www.grads.vic.gov.au](http://www.grads.vic.gov.au)

**Aboriginal pathway to the Victorian Government graduate program**

grads.vic.gov.au

Victoria State Government

3

Like Comment Share

Victorian Government graduate program 12 March

The Disability pathway to our graduate program provides graduates with disability access to safe and inclusive support and adjustments from a dedicated resource in our team. Find out more at [www.grads.vic.gov.au](http://www.grads.vic.gov.au)

**Disability pathway to the Victorian Government graduate program**

grads.vic.gov.au

Victoria State Government

9 comments 3 shares

Like Comment Share

Victorian Government graduate program 18 March

We're at La Trobe Bundoora today at the Business, Commerce, Arts and Social Sciences Showcase. Come by and find out more about our graduate program!

**"Everyone is here to effect positive change."**

7 1 comment

Like Comment Share

VicGovAu @VicGovAu · Mar 22

Start your career as a graduate with the Victorian Public Service and find work with purpose. Applications close on Sunday 24 March [bit.ly/2GMK6ah](http://bit.ly/2GMK6ah) #jobs

**"It feels good knowing my work has value"**

grads.vic.gov.au

Victoria State Government

VicGovAu @VicGovAu · Mar 18

Start your career as a graduate with the Victorian Public Service and find work with purpose. Applications are now open [bit.ly/2GMK6ah](http://bit.ly/2GMK6ah) #jobs

**"I like that I'm doing something worthwhile"**

grads.vic.gov.au

Victoria State Government

# Event collateral

Promotional postcard



Pull-up banners



# Event participation



# Videos



## Graduate video: Chrissy

Hear from Chrissy about her time with the Victorian Government graduate program.

[https://youtu.be/mLz8L-R8\\_2M](https://youtu.be/mLz8L-R8_2M)



## Graduate video: Prachi

Hear from Prachi about her time with the Victorian Government graduate program.

[https://youtu.be/0f5\\_zToEBZw](https://youtu.be/0f5_zToEBZw)



## Graduate video: Osman

Hear from Osman about his time with the Victorian Government graduate program.

<https://youtu.be/Vzfc7-UJg7w>