Get a head start on your career now!

A Career Counsellor’s Advice

Don’t get too stressed if you don’t have a specific job title in mind while you’re studying. Keep your options open – but don’t just wait and hope that things will work out by the time you finish your degree!

Make the most of any opportunity to explore career possibilities while you’re studying. Research occupations, check newspaper/web adverts and articles, talk to people in the industry, do voluntary work, talk to your lecturers, and see a career counsellor – get active!

Taking a proactive approach to your career development means that you’ll learn more about yourself and the opportunities out there in the world of work – and be much better placed to obtain the job you want when you finish.

Real-world Student

‘I completed a major in advertising, and am now the manager of Global Programs at Tribal DDB Worldwide in New York. I knew that I wanted to work internationally, but I was also looking for a business career that was creative and fun. Because the QUT lecturers have experience in the advertising industry, my course gave me the knowledge I needed to get a head start in a career in advertising.’

Kaya Lobaczewski, Bachelor of Business - Advertising

Career help for...

Bachelor of Business - Advertising

Examples of where your course could lead:

Sample Positions
- Advertising Account Executive
- Advertising Professional
- Advertising Strategist
- Art Director
- Copywriter
- Creative Writer
- Digital Project Manager
- Market Research Officer
- Media Industry Specialist
- Publishing Professional
- Research Assistant
- Strategic Planner

Sample Employers / Industries
- Advertising Agencies
- Corporate Sector
- Defence
- Engineering/Mining/Oil & Gas
- Education
- Government - Local, State & Federal
- Insurance
- Manufacturing
- Media
- Travel and Tourism

Where you could look for jobs
- www.careers.qut.edu.au
- www.smartjobs.qld.gov.au
- www.seek.com.au
- www.careerone.com.au
- www.mycareer.com.au
- www.graduateopportunities.com.au

Other useful websites
- www.apma.com.au
- www.anzmac.org
- www.aana.com.au
- www.aimia.com.au
- www.amsrs.com.au
- www.ami.org.au
- www.communicationscouncil.org.au

Resume tips for graduates
QUT Careers & Employment can help YOU prepare for and find the graduate job you want!

We provide a huge range of FREE services and resources to help QUT students and recent graduates with employment preparation and job seeking strategies. Check them out at www.careers.qut.edu.au.

- **QUT CareerHub**: job and employer listings
- **Careers Fairs**: network with prospective employers on campus
- **Career Development Programs**: online modules on Resume & Cover Letter Writing, Information Interviewing and Seeking Work Placement or Graduate Opportunities
- **Resume Feedback**: Our career counsellors can provide constructive feedback on your resume, cover letter and application documents. Email your documents to careers@qut.edu.au and feedback will be returned within five working days
- **Employer Presentations**: meet prospective employers on campus
- **Workshops**: on Accessing the Workforce, Resume Writing, Interviews and more - the schedule is available on QUT CareerHub under events
- **Career Counselling**: course and career planning and direction
- **Career Mentor Scheme**: connect with an industry professional in your field of interest
- **Info sheets**: Resume and Cover Letter writing, Employment Seeking, Interviews etc.
- **Work Experience Insurance**

How to increase your employability...

**Start of your degree (first year):**
- Start researching organisations you might like to work for, and make contacts in your area/s of interest to gather information about career pathways for graduates of your course
- Attend career and networking events in your area of interest, e.g. Careers Fairs, Creative Industries Precinct and other industry events.
- Begin looking for relevant work experience / voluntary work / work shadowing opportunities
- Start thinking about where you want to end up when you finish your degree (what’s your dream job and what steps can you take to get there?)

**Middle of your degree (Years 2 / 3):**
- Continue to build your professional network
- Gain some relevant work experience
- Work on developing your transferable skills (i.e. team work, time management, communication) through work experience and uni assessments
- Attend the Careers Fairs and employer presentation sessions on campus

**Final Year (Year 3 / 4):**
- Prepare your unique professional resume & portfolio for graduate work, and create your professional profile on LinkedIn
- Continue with networking, work experience and skill development
- Participate in the QUT Career Mentor Scheme
- Search for work opportunities through the networks you have made
- Search for job opportunities through advertised positions and job search websites.

Talk to people about working in your industry – your classmates, lecturers, tutors, and exhibitors at careers fairs and employer presentations. You can also use websites such as LinkedIn to research job roles and employers. Find out what kind of job you might want to aim for.