

WELCOME

HOW TO GET A JOB*

*in creative communications



HELLO



Jules Meadwell
Head of Talent
Acquisition, UK Group



Guy Bradbury
Executive Creative Director
M&C Saatchi London

NUS



NATIONAL UNION OF STUDENTS

THE HOLDER OF THIS CARD IS A FULL-TIME MEMBER OF:

Leeds College of Art & Design

AFFILIATED TO NUS

NAME Guy Bradbury

ADDRESS Carlisle Road, Pudsey

West Yorkshire

COURSE Advertising YEAR _____

SIGNATURE _____ BIRTH DATE _____

F 223302

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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WARNING

**HEALTH
RISKS**



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

The UK Creative Industries 2019 VALUE

Value (GVA*)
The UK Creative Industries 2019

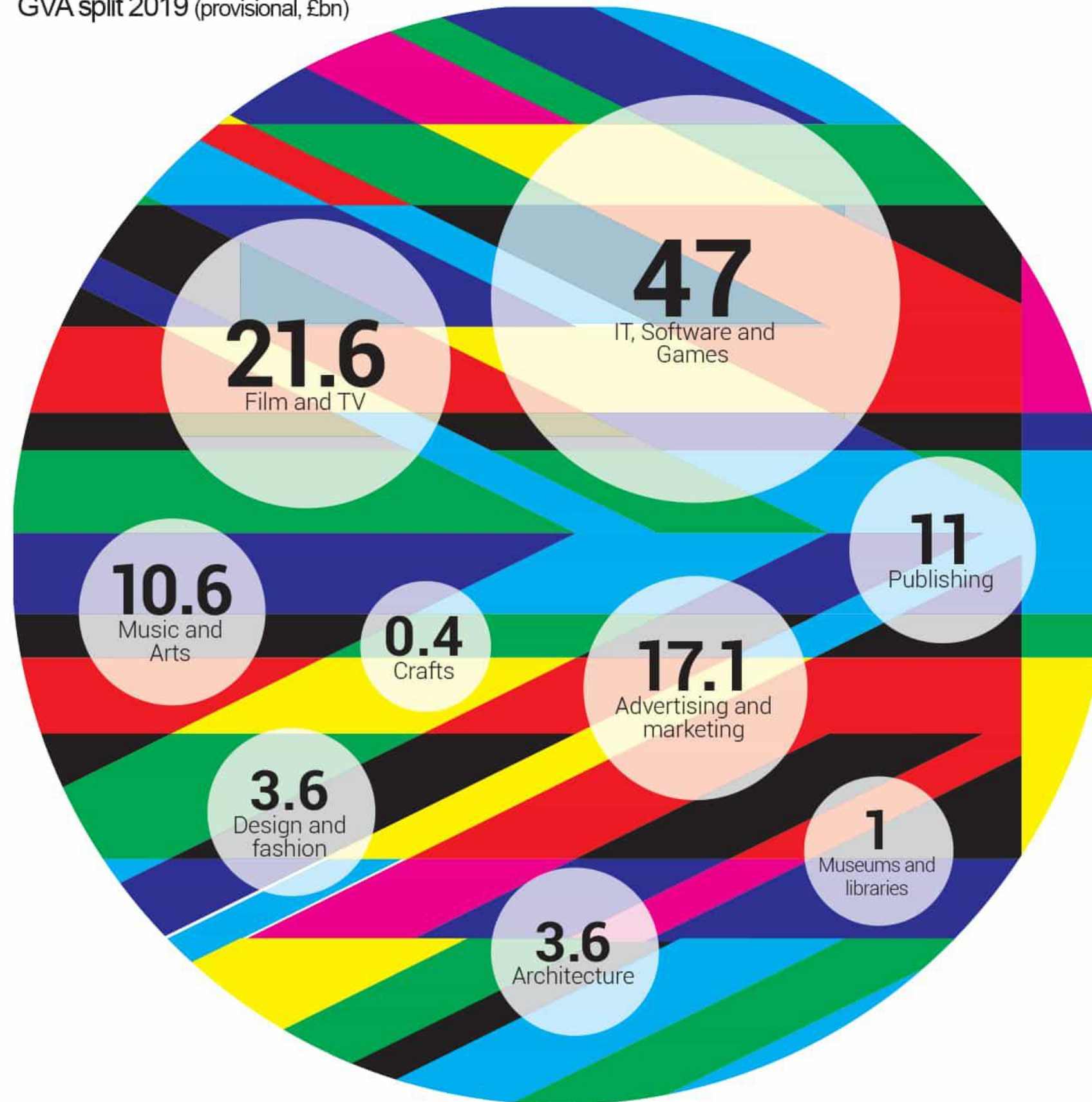
£115.9bn
A YEAR

£13.2m
AN HOUR

5.6%
INCREASE IN VALUE SINCE 2018**

*Gross Value Added, current prices **Calculated using chained volume measures

GVA split 2019 (provisional, £bn)



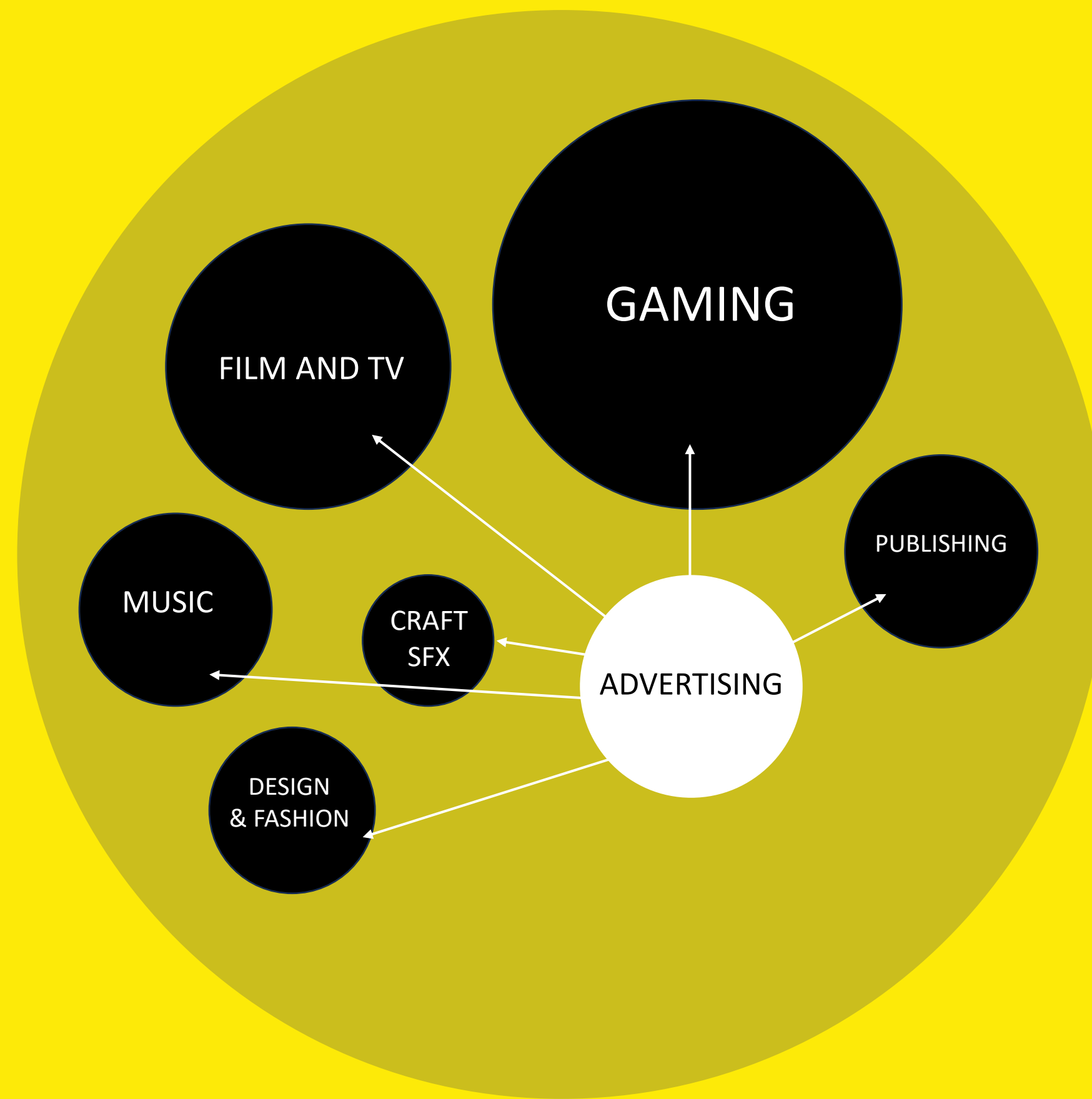
Change in GVA 2010-2019**



www.thecreativeindustries.co.uk

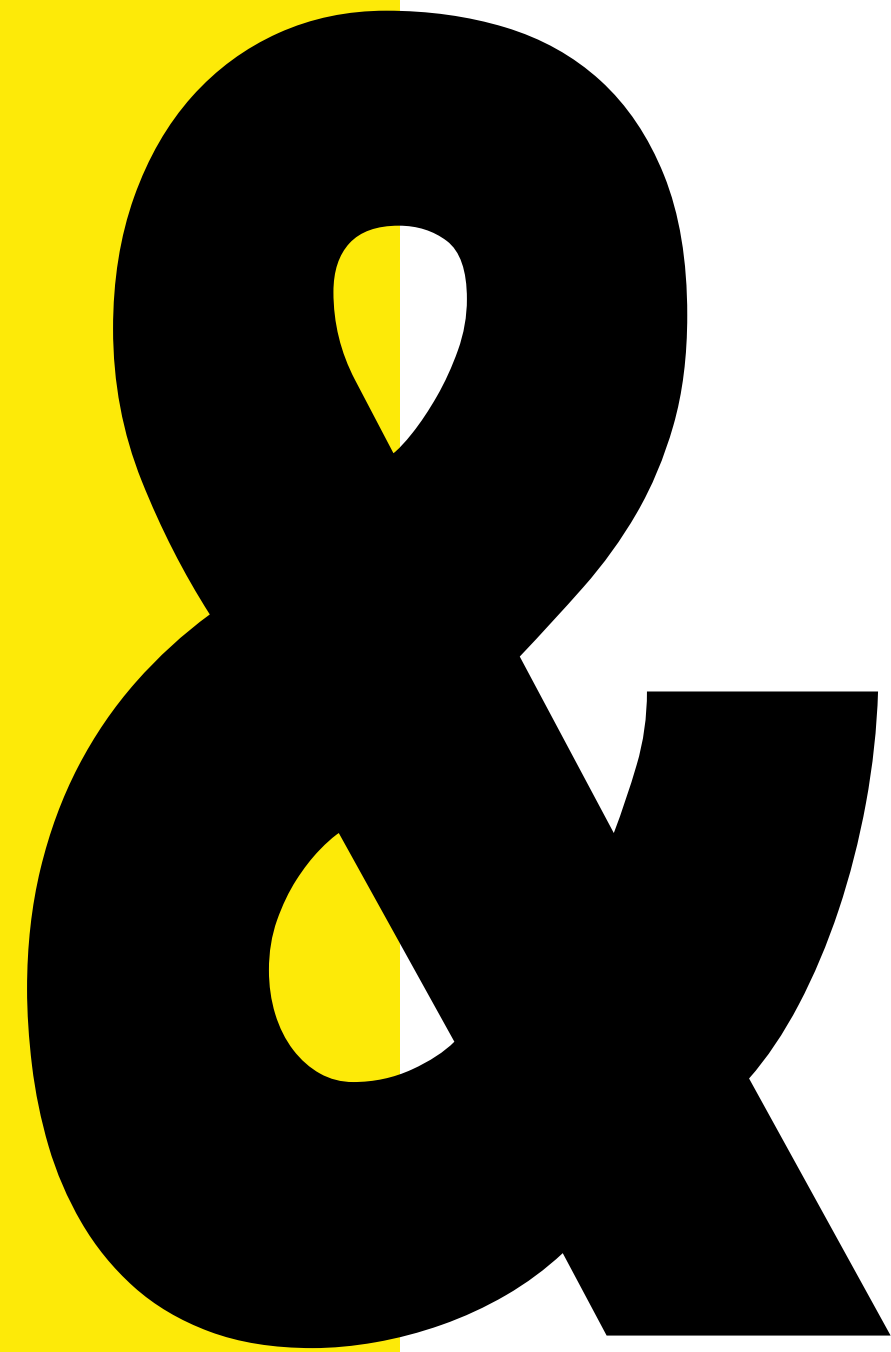
BRANDS ARE LOOKING TO GET INTO THESE SPACES

Gaming
Spotify
Content series
VR /AR
Podcast publishing
Design collaborations
AI



**BRUTAL SIMPLICITY OF
THOUGHT**

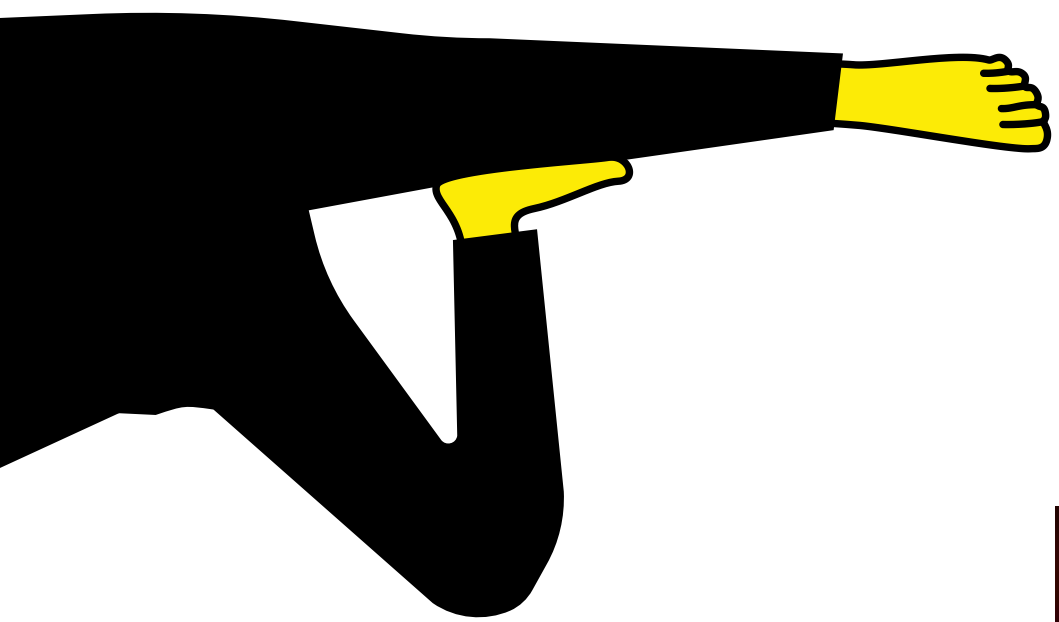
We are experts at understanding complex categories and businesses and finding a simple, effective way through



**DIVERSITY OF
THOUGHT**

We bring together diverse views and minds, because we know that when we do this, we are more creative





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 Event
- Getting a job here
- Q&A



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



GOOD LOOKING

Where to begin





START NOW



SKILLS



PIVOT



RECRUITMENT AGENTS



NETWORK



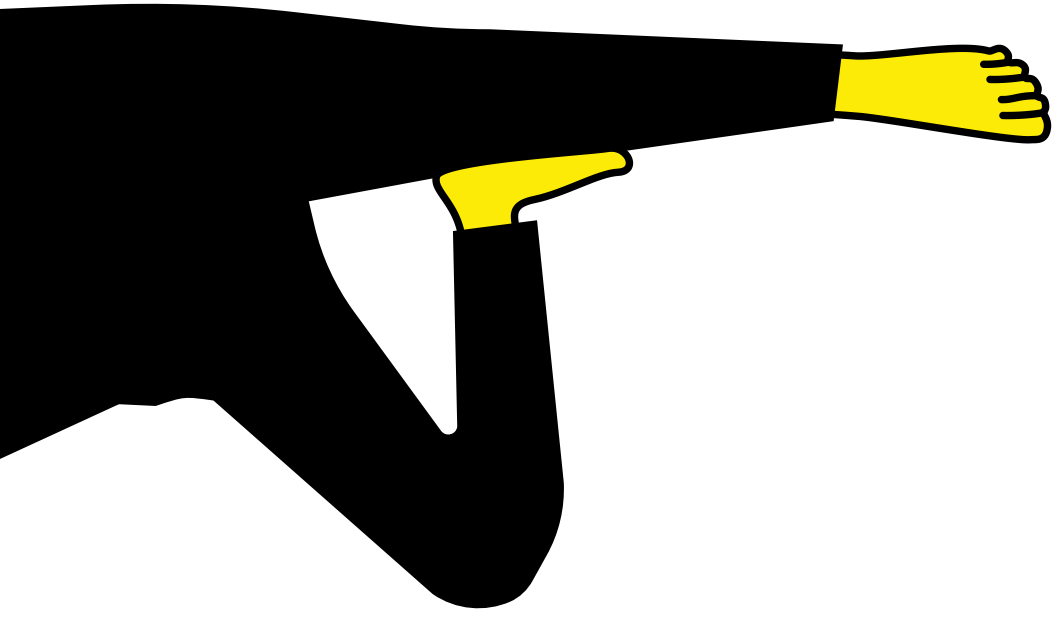
THINK BROAD



STAND OUT

How to make the most of your CV





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

OUR

MISSION

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

**BECAUSE TALKED ABOUT WORK
IS MORE EFFECTIVE**

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

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WHAT DO WE LOOK FOR IN CREATIVITY?

1. Strong portfolio of conceptual ideas (Usually 5)
2. For clients with real business issues
3. Built on simple insights
4. Evidence of meaningful change for brands
5. Understanding of digital / technology knowledge

WHAT DO WE LOOK FOR - ATTITUDE?

1. Hunger
2. Tenacity
3. Humility
4. Diversity of thought
5. Pride

5 TOP TIPS

1. Get a partner – Art Director / copywriter
2. Hunt for briefs
3. Show your passion
4. Share your work through book crits / mentor
5. Give it everything

HOW TO FIND A PARTNER

SINGLECREATIVES.COM



The—Dots



HOW TO FIND BRIEFS



BECOME A STUDENT IN THE BEST WORK



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

BEVERLEY SILLS

APPLY PRESSURE

Impactful applications





ATS



COVER LETTER/PORTFOLIO



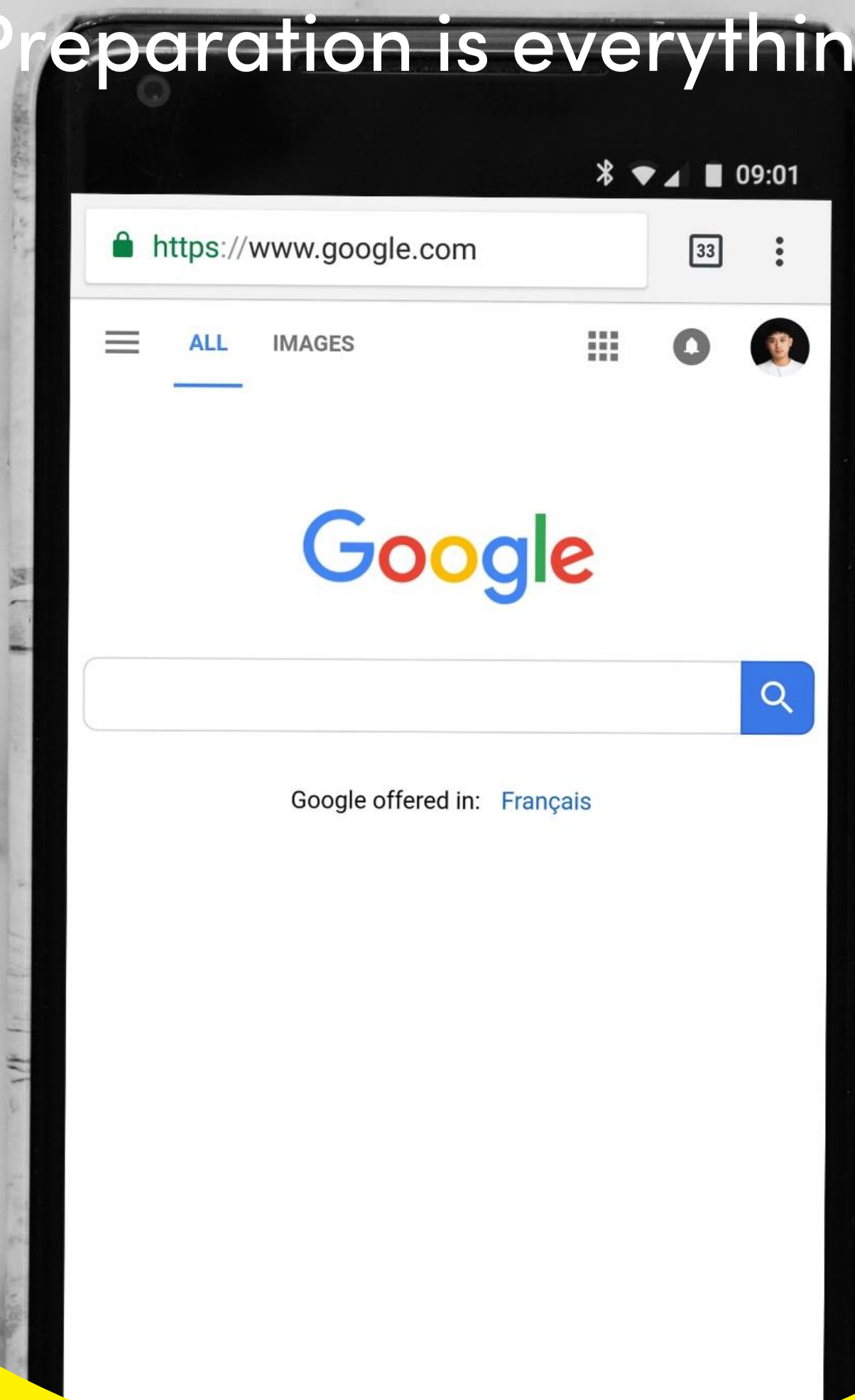
FILTER QUESTIONS



TRUST THE PROCESS

DIG FOR GOLD

Preparation is everything!





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



COMPANY RESEARCH



INDUSTRY RESEARCH



**TRANSFERRABLE
SKILLS**



WE ASKED

“WHAT MAKES AN IMPRESSIVE CANDIDATE?”



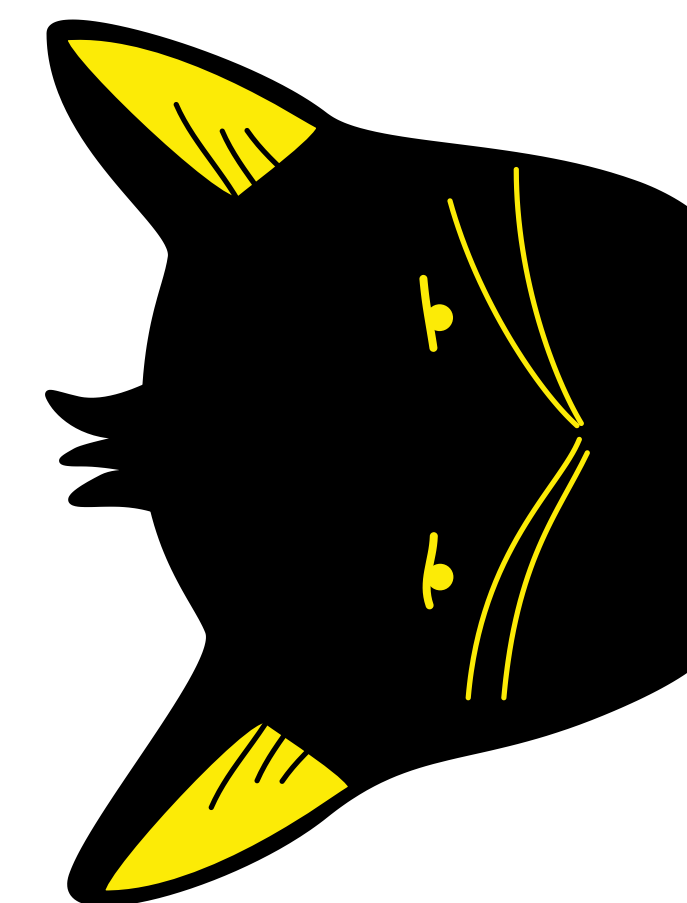
REMOTE CONNECTIONS

Interviews in the Online World





WHAT MIGHT NOT WORK



YOUR VOICE

Authenticity in an unnatural environment





BE YOU



DON'T LIE



**DANGERS OF
INAUTHENTICITY**



WE LOVE ALL OF YOU

AFTER THE EVENT

What happens next?





**REALITIES OF
RECRUITMENT**



FEEDBACK



BUILD BRIDGES



SUCCESS



REJECTION



WANNA WORK HERE?

For real!





APPLICATIONS OPEN

27.10.23

APPLICATIONS CLOSE

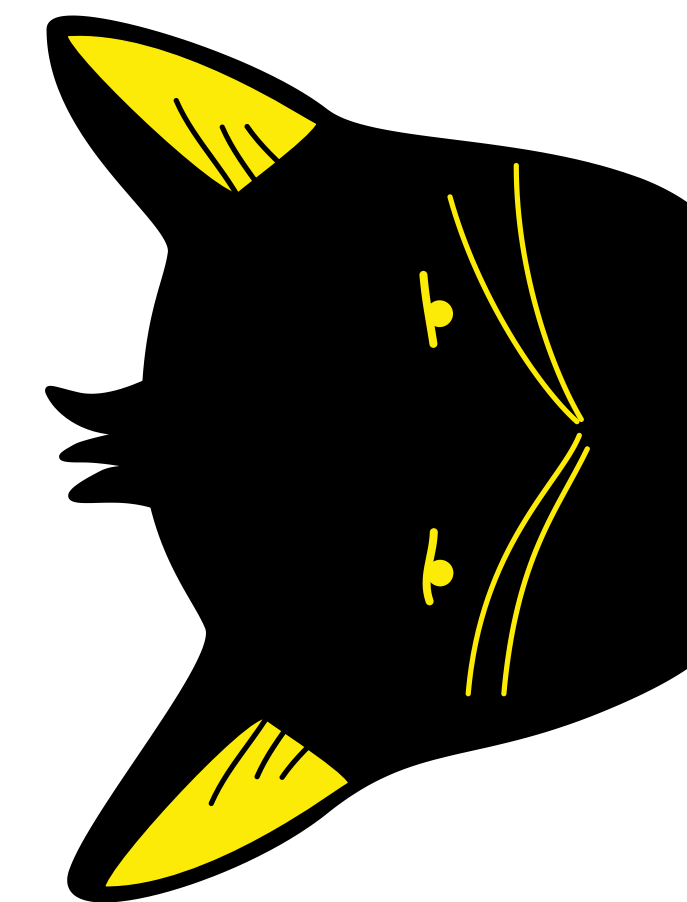
05.11.23

SELECTIONS COMPLETE

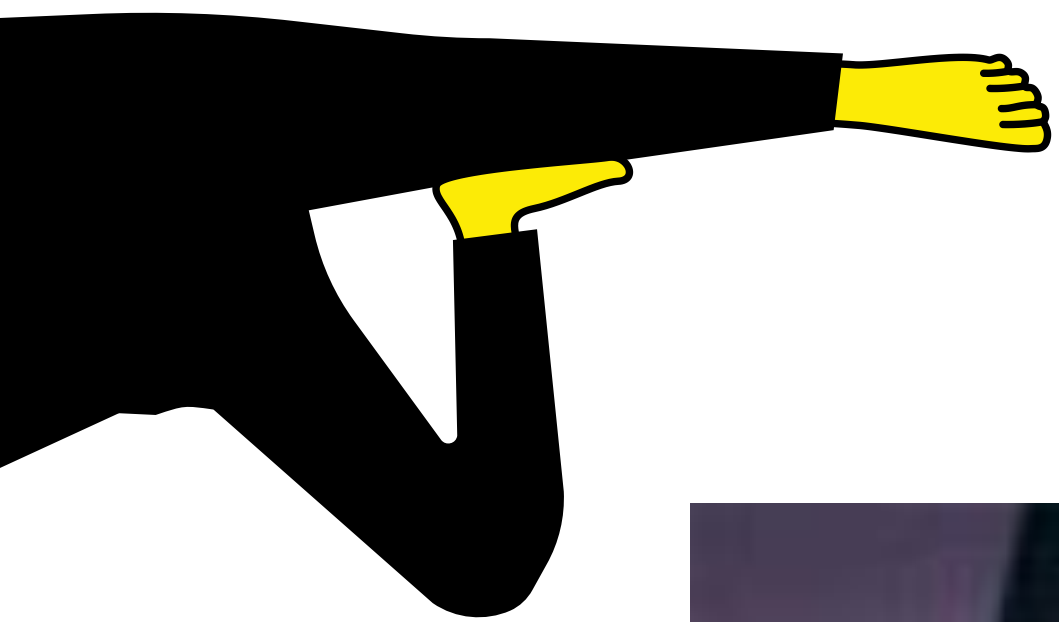
w/c 20.11.23

UK ASSESSMENT DAY

29.11.23



M&CSAATCHI
OPEN HOUSE



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

