

# Campus targeting with Intent

*Focusing on niche skills to match business needs*



This season we took a 2-pronged approach;

1. Spread the word far and wide about the work we do here at Atlassian.
2. Focused on specific skill requirements and proactively head hunting this talent.



## Be Open

We opened up our office space for meet-ups and events, and supported student communities. In doing so we created strong bonds with student societies and clubs.



\* Onsite Tech Talk 'All about Personalisation!'

## Niche events

We aligned with the business on requirements and crafted a campus plan to match, targeting Security Societies, Design Clubs and Entrepreneurships groups as well as sponsoring larger Hackathon events.



\*UX Design panel – SUEDE x Atlassian

## Focusing on under-represented talent

Our Head of Belonging and Inclusion Aubrey delivered a talk at UNSW (“Thank u, next - How “diversity” gets in the way of gender equity”). We sent Atlassian reps across Australia for similar events, partnering with Women in technology Societies, Indigenous Internship organisations and casting our net out wide within Australia and New Zealand. We sponsored and sent mentors to National Computer Science School to inspire the next generation!

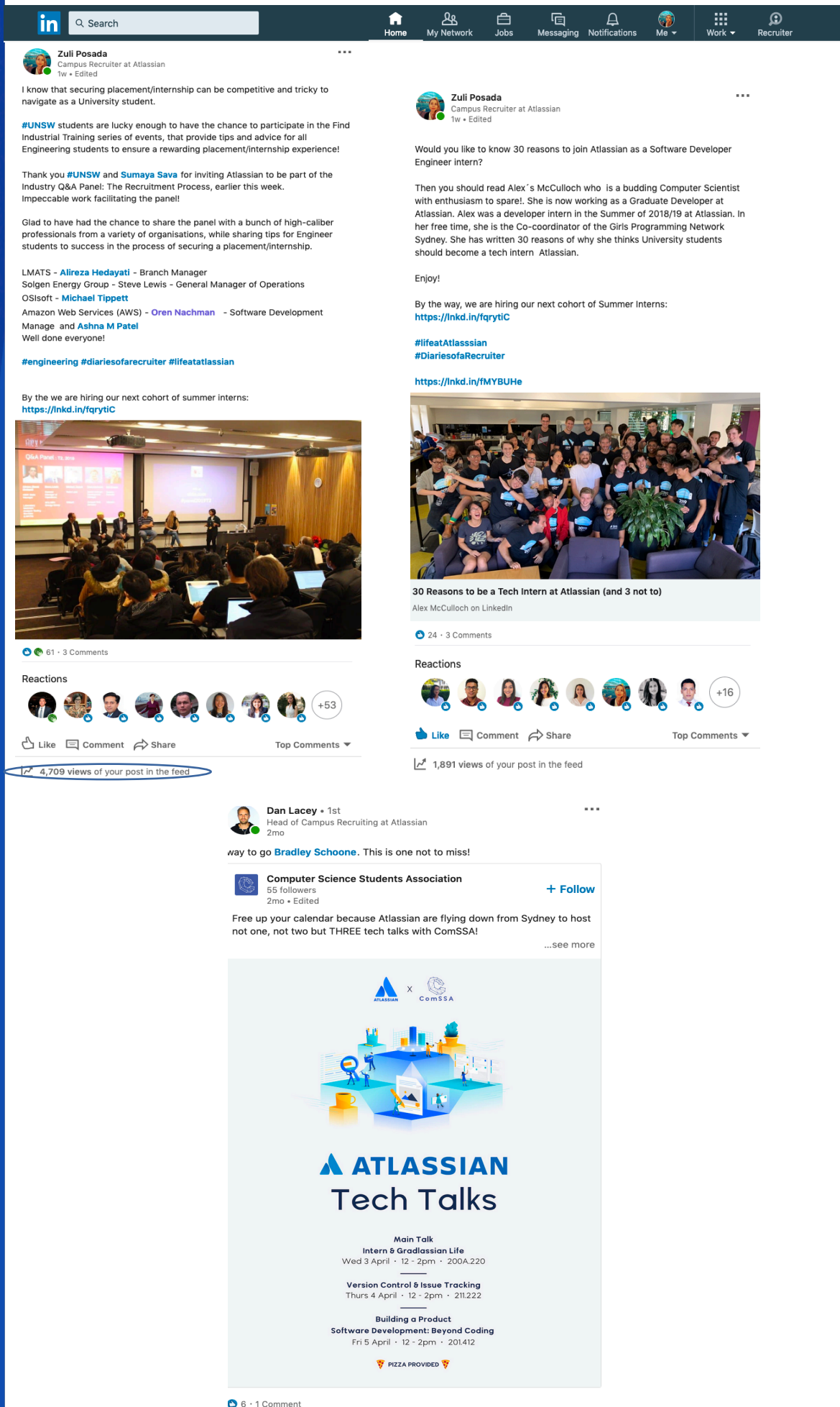


**#WomeninTechnology**

**#Inclusion #Balance**



Here are some examples of our social media presence.



The image shows a LinkedIn profile for Zuli Posada, Campus Recruiter at Atlassian. The profile includes a search bar, navigation icons (Home, My Network, Jobs, Messaging, Notifications, Me, Work, Recruiter), and a post from 1 week ago. The post discusses the competitive nature of securing placements for university students and lists several industry professionals who participated in a Q&A panel. It includes a link to a recruitment page and a photo of the panel. A second post from the same user, also 1 week ago, asks if the user would like to know 30 reasons to join Atlassian as a Software Developer Engineer intern. This post includes a link to a recruitment page, a photo of Alex McCulloch, and a caption about 30 reasons to be a tech intern. The post has 24 reactions and 3 comments. Below this is a post from Dan Lacey, Head of Campus Recruiting at Atlassian, 2 months ago. It promotes a tech talk event by the Computer Science Students Association (ComSSA) at Atlassian, featuring three talks: 'Main Talk: Intern & GradLife', 'Version Control & Issue Tracking', and 'Building a Product: Software Development: Beyond Coding'. The event includes pizza. The post has 6 reactions and 1 comment.

**Zuli Posada**  
Campus Recruiter at Atlassian  
1w • Edited

I know that securing placement/internship can be competitive and tricky to navigate as a University student.

#UNSW students are lucky enough to have the chance to participate in the Find Industrial Training series of events, that provide tips and advice for all Engineering students to ensure a rewarding placement/internship experience!


Thank you #UNSW and Sumaya Sava for inviting Atlassian to be part of the Industry Q&A Panel: The Recruitment Process, earlier this week. Impeccable work facilitating the panel!

Glad to have had the chance to share the panel with a bunch of high-caliber professionals from a variety of organisations, while sharing tips for Engineer students to success in the process of securing a placement/internship.

LMATS - **Alireza Hedayati** - Branch Manager  
Solgen Energy Group - **Steve Lewis** - General Manager of Operations  
OSisoft - **Michael Tippett**  
Amazon Web Services (AWS) - **Oren Nachman** - Software Development Manager and **Ashna M Patel**  
Well done everyone!


#engineering #diariesofarecruiter #ifeeatatlassian

By the way we are hiring our next cohort of summer interns:  
<https://lnkd.in/fqrytC>



61 • 3 Comments

Reactions



Like Comment Share Top Comments

4,709 views of your post in the feed

**Zuli Posada**  
Campus Recruiter at Atlassian  
1w • Edited

Would you like to know 30 reasons to join Atlassian as a Software Developer Engineer intern?


Then you should read Alex's McCulloch who is a budding Computer Scientist with enthusiasm to spare! She is now working as a Graduate Developer at Atlassian. Alex was a developer intern in the Summer of 2018/19 at Atlassian. In her free time, she is the Co-coordinator of the Girls Programming Network Sydney. She has written 30 reasons of why she thinks University students should become a tech intern Atlassian.

Enjoy!

By the way, we are hiring our next cohort of Summer Interns:  
<https://lnkd.in/fqrytC>

#ifeeatatlassian  
#DiariesofaRecruiter

<https://lnkd.in/fMYBUHe>

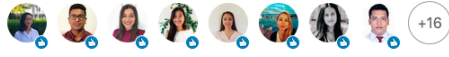


30 Reasons to be a Tech Intern at Atlassian (and 3 not to)

Alex McCulloch on LinkedIn

24 • 3 Comments

Reactions



Like Comment Share Top Comments

1,891 views of your post in the feed


**Dan Lacey** • 1st  
Head of Campus Recruiting at Atlassian  
2mo

way to go **Bradley Schoone**. This is one not to miss!

**Computer Science Students Association**  
55 followers  
2mo • Edited

Free up your calendar because Atlassian are flying down from Sydney to host not one, not two but THREE tech talks with ComSSA!

...see more



**ATLASSIAN**  
Tech Talks

Main Talk  
Intern & GradLife  
Wed 3 April • 12 - 2pm • 200A.220

Version Control & Issue Tracking  
Thurs 4 April • 12 - 2pm • 211.222

Building a Product  
Software Development: Beyond Coding  
Fri 5 April • 12 - 2pm • 201.412

PIZZA PROVIDED

6 • 1 Comment



## Education for All

We delivered specific talks and workshops to help students with their studies (Intro to React, Running User Experiments at Scale, Making Developers More Productive, Intro to Product Management and Intro to Site Reliability Engineering to name a few!).

We offered free tools – [Bitbucket Education pack](#) for students and Classrooms. This is a free unlimited private repository for student developers and teachers.

## Outcomes

We filled all of our niche roles **5 months early** and **doubled** our applications for niche roles from the previous season!