



Graduate Campaign
2020

This year Marsh entered the Australian graduate market with its first company-wide graduate program.

Marsh focussed on creating an integrated marketing approach leveraging social media, video, digital, online platforms, physical collateral and graduate websites to drive our attraction campaign.

Under our slogan “Redefining Possibility,” Marsh aimed to provide insight into the graduate experience, highlighting the emphasis on the graduate’s professional development and personal wellbeing.

With a focus of attracting collaborative and community minded graduates, our content and campaign highlighted Marsh’s commitment to diversity and social impact. Marsh’s graduate campaign highlighted our volunteering opportunities, colleague resource groups (i.e. Young Professionals, Pride) and shared its Reconciliation Action Plan.

The attraction campaign led to:

1,300 applicants in its first year

57% male, 43% female applicants

48% of applicants can speak a second language

5% shared they were part of the LGBTIQ+ community

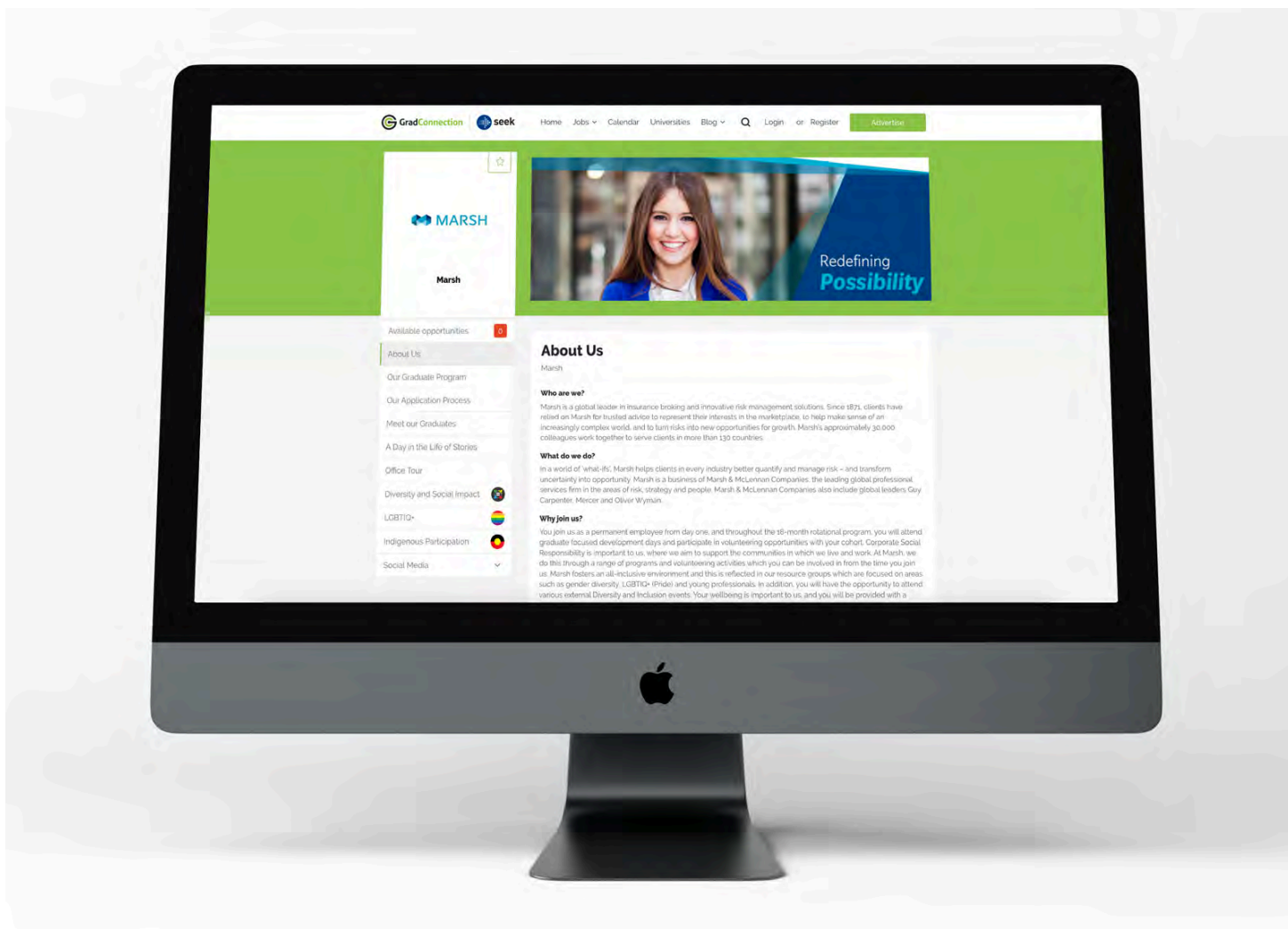
8% shared they have a disability

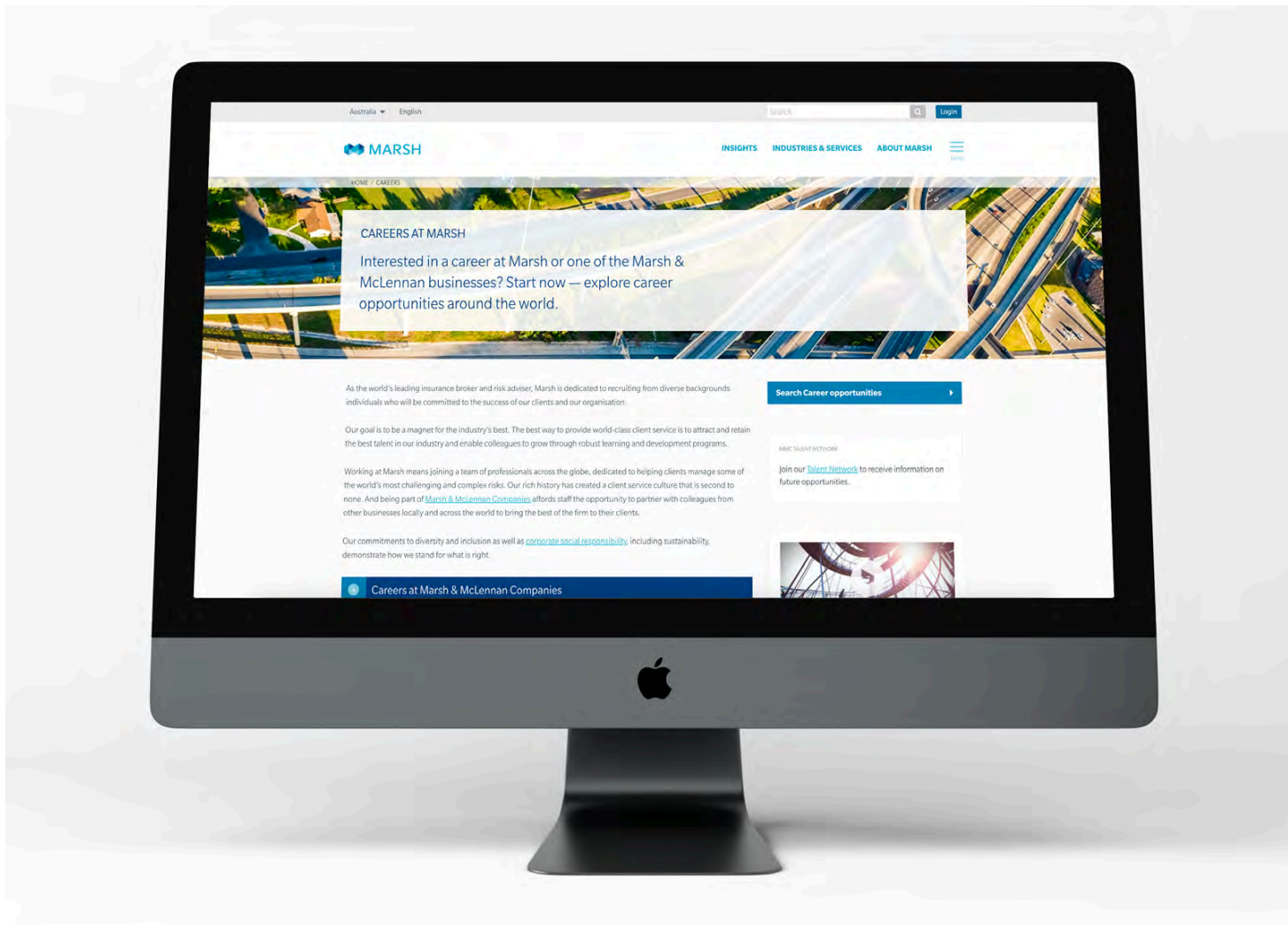


Digital Content



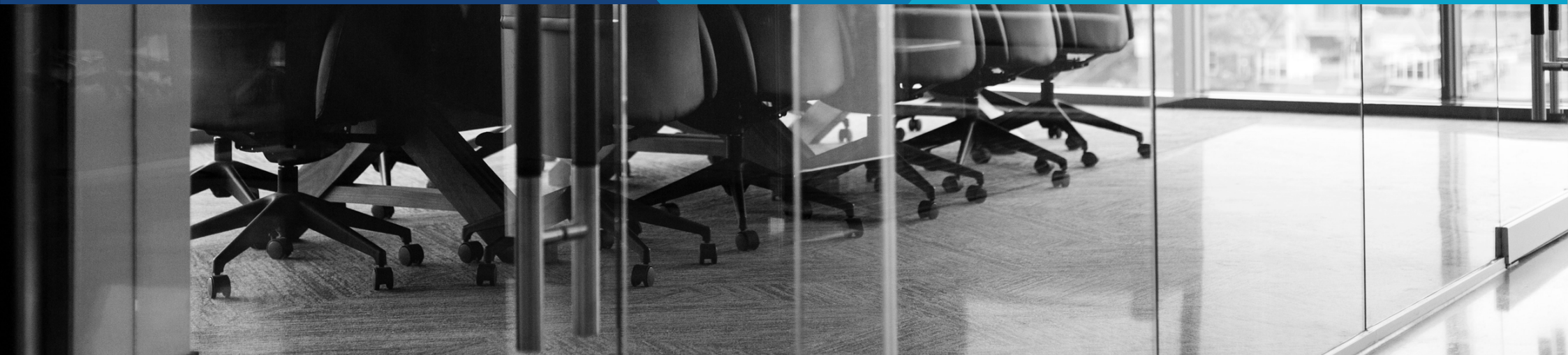








Social Media



GradConnection
April 8 · 🌐

Don't miss out on your chance to apply for Marsh's Graduate program. Apply today at <https://au.gradconnection.com/employers/marsh/>

With a number of opportunities available for recent graduates from a wide variety of degree disciplines, this is your chance to join a global leader in insurance broking and innovative risk management solutions!

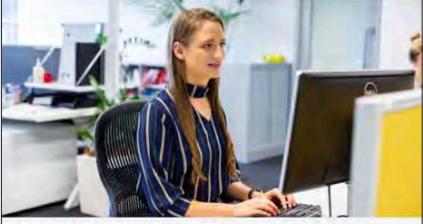


👍 2

👍 Like 💬 Comment ➦ Share

Marsh Australia and New Zealand · 2,386 followers · 2mo · 🌐


Are you a recent university graduate or set to graduate this year? Check out what a day in the life of some of our Marsh graduates looks like, and apply to join us today. Applications for Marsh's 2021 Graduate Program close on Monday. https://lnkd.in/g_Azk8N



A Day in the Life at Marsh | GradAustralia
gradaustralia.com.au

👍 20

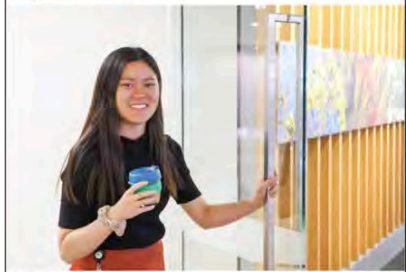
Reactions



👍 Like 💬 Comment ➦ Share


Miriam George · 3rd+ Graduate and Inclusion Manager · 2mo · Edited · 🌐

Client meetings, sales pipelines and a coffee (or two). Check out what a day in the life of one of our Marsh graduates looks like, and apply to join us today. Applications for Marsh's 2021 Graduate Program close on 20th April. #graduates #graduateprogram https://lnkd.in/e_6VihV



👍 23

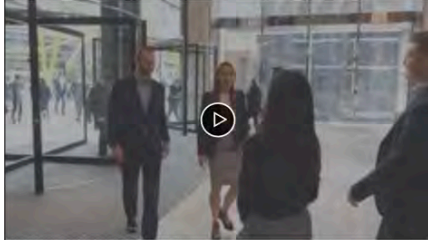
Reactions



👍 Like 💬 Comment ➦ Share

Miriam George · 3rd+ Graduate and Inclusion Manager · 3mo · Edited · 🌐


Are you a recent university graduate, or set to graduate this year? Applications for Marsh's Graduate Program are open, and will close on 20th April. Learn more and apply to join us today



Redefining Possibility: Marsh Graduates 2020
vimeo.com

👍 37 · 1 Comment

Reactions



👍 Like 💬 Comment ➦ Share Most Relevant ▾



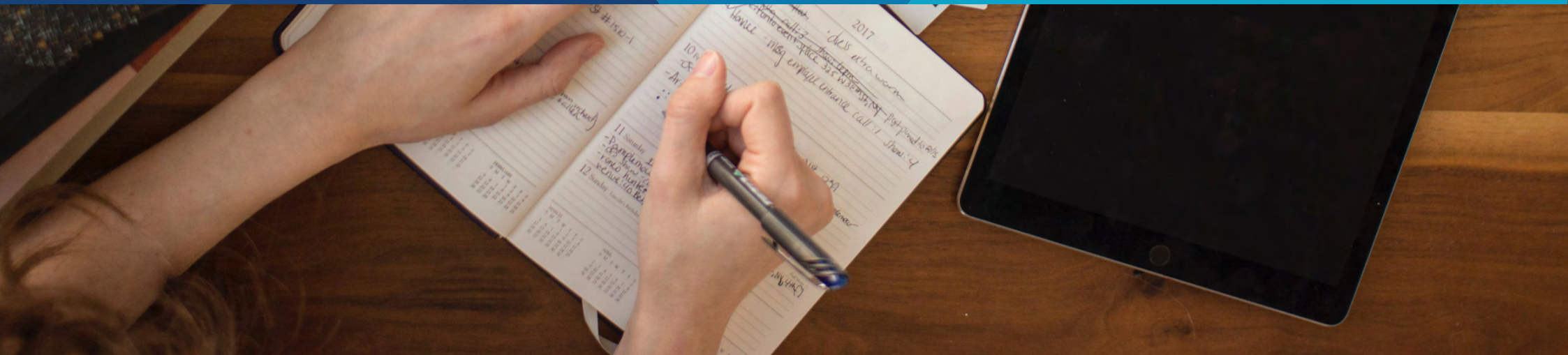
Visual Assets







Testimonials





Luke
Graduate at Marsh

I consider Marsh to be a great place to work because of its people focused culture.

After graduating with a Bachelor of Commerce majoring in Finance from Macquarie university, I started my career in the Marsh Graduate Program. This program has provided me with the opportunity to work with various teams including service broking, placement broking and business development, and as such perform a diverse range of tasks for a wide clientele. This has enabled me to build a strong fundamental knowledge and skill base, which is integral to my future success in the insurance industry. I consider Marsh to be a great place to work because of its people focused culture. This has been translated in the social events I have attended, my work life balance and focus on personal growth and career development. The Marsh environment encourages employees to succeed and grow together, with active investment of time and resources from senior employees in the juniors they supervise. My advice to any graduate transitioning into full-time work is to take on all opportunities that come your way with a positive and inquisitive mindset, as this will only broaden your knowledge and expand your potential career direction.



Alexander
Graduate at Marsh

I've been blown away by how welcoming everyone at Marsh has been since day one.

I graduated with a Bachelor of Commerce, with a double major in Marketing and Business Law from Curtin University. I've been blown away by how welcoming everyone at Marsh has been since day one, and I've already managed to travel to our other offices, met a lot of our C-suite and gain valuable exposure to several other parts of the business. There is a lot of enthusiasm for the graduates and I've already been involved with several different projects in the business that are building my own skills and genuinely contributing to the teams I work in and the wider business. My advice for other grads is just take things as they come, you don't need to have everything planned out. Also, do the things that you think you wouldn't enjoy, at the worst, you'll confirm that you didn't like it and don't want to do it, best case, you find something you enjoy!



Office Tour Snapshots







Diversity and Social Impact



