

Graduate Program Campaign

Grow somewhere great



Grow somewhere great

At the beginning of 2018 we developed a new integrated marketing campaign - *Grow Somewhere Great*.

The hero video revolves around five of our graduates and grad alumni, in situ in their past or current positions with the organisation. It aims to showcase a diverse range of experiences and environments in line with our new strategic priorities. We wanted to capture an authentic response from the grads to hone in on the strong cultural presence of the AP brand in the market.

View the video and website here: www.auspost.com.au/graduateprogram



Graduate Program Campaign

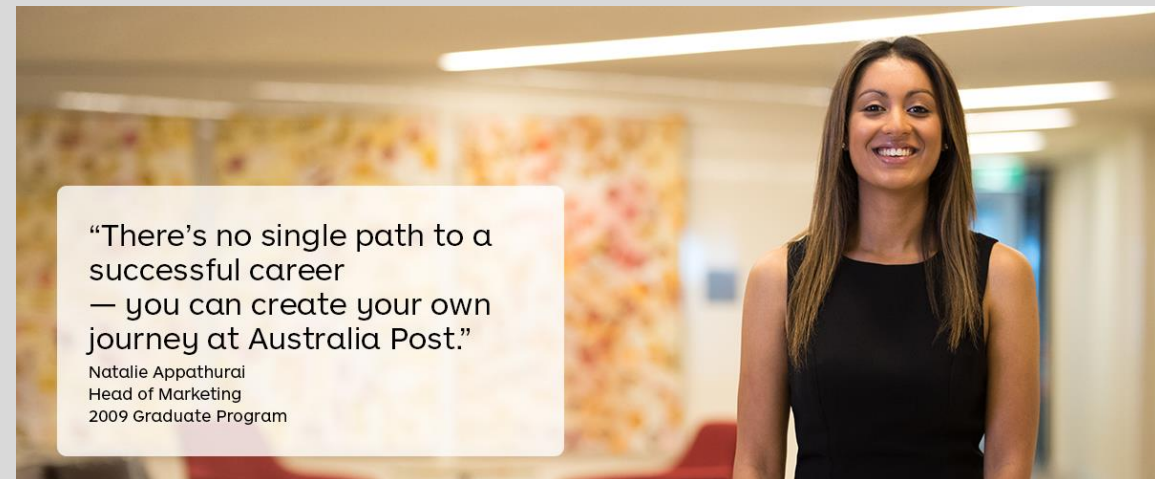
Key elements



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Collateral

- Main hero video
- 5 x 30-second cuts for social media
- In depth interview videos
- Website redesign
- Pull-up banners and events collateral
- Jelly bean packets and flyers for careers fairs



Events collateral



Mockup of front of flyer with top flap folded down

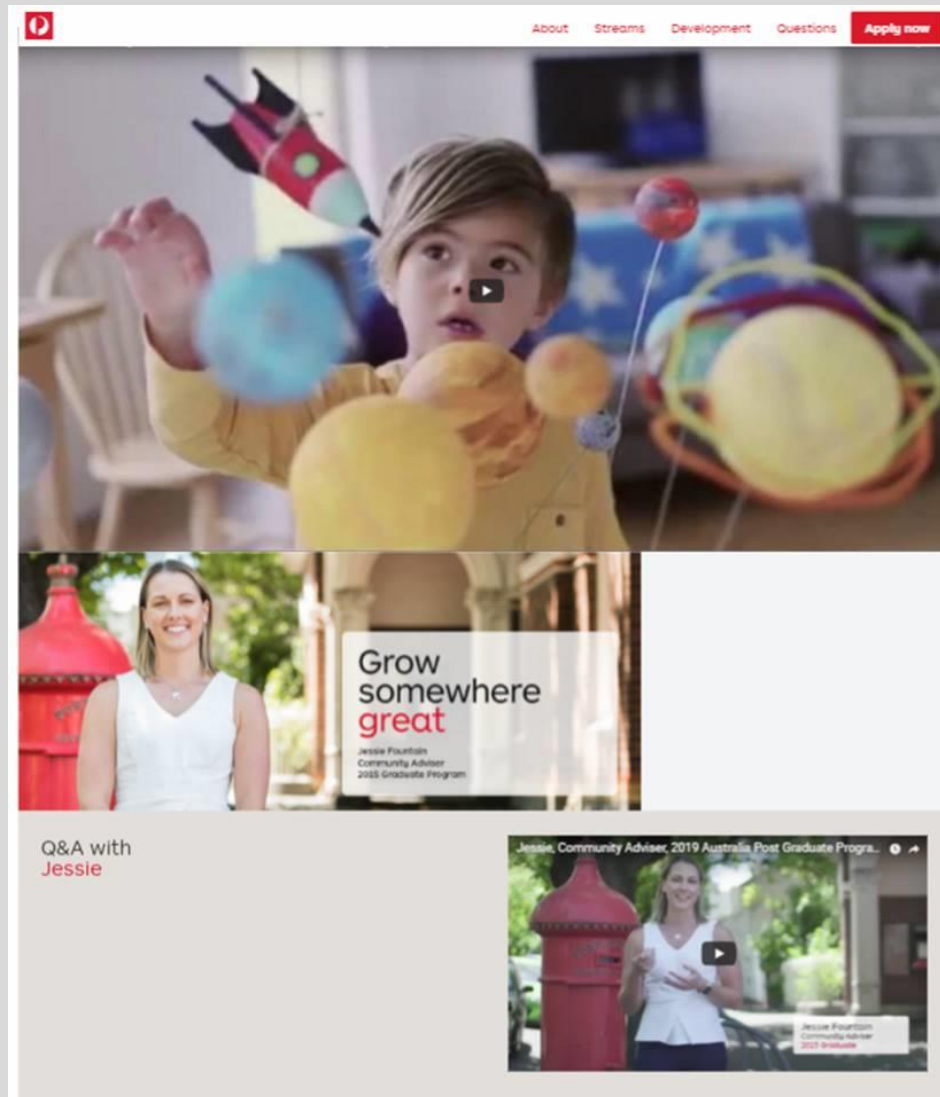


Website design and content

www.auspost.com.au/graduateprogram



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About the Australia Post Graduate Program

Overview

Australia Post reaches more Australians than any other company - delivering to over 11 million households and helping over 1 million customers across our retail network.

[Read more](#)

Who we're looking for

Our graduates are people who:

- Thrive on working in a fast-paced, changing environment
- Can generate new, innovative ideas and solutions to help drive success in one of the fastest growing markets in Australia
- Are highly motivated - and add something special to our diverse workforce.

Check out our [Graduate Streams](#) to see if we have a role that suits you.

Where you'll work

Our graduate roles are based at Australia Post Headquarters in Melbourne CBD, in our five-star green rated building.

Are you eligible?

To be eligible to apply for the Australia Post Graduate Program, you must:

[Read more](#)

Diversity & inclusion

We've been part of the community for over 200 years - and have a workforce of over 35,000 employees. We believe our people are the heart of our business and reflect the diverse community that we reach every day. To us, diversity is about attracting and retaining talented people who bring a broad range of skills, experiences, leadership styles and capabilities.

How the Australia Post Graduate Program works

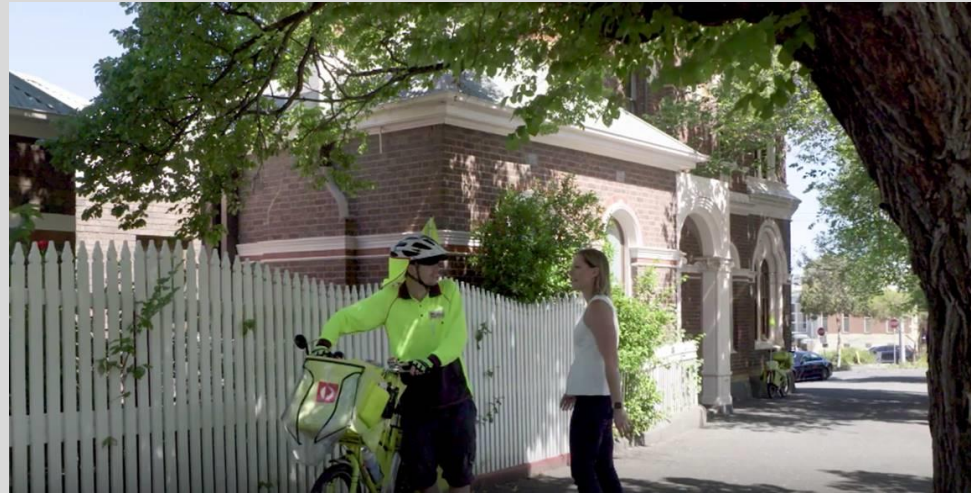
As a graduate, you'll participate in a structured two year program and undergo three eight-month rotations - exposing you to both business-as-usual activities and standalone projects. You will experience various business rotations within the stream you apply for.



Hero video



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Digital and social assets



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 **Australia Post Graduate Program**
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Natalie has grown in her career since beginning as a 2009 Australia Post Graduate.

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Applications close 18 March. Apply today for your chance to grow somewhere great.



auspost.gradapp.com.au

2019 Graduate Program

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Behind the scenes!



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