

ATO 2018 Graduate Recruitment Program

Strategic approach

Based on key insights from research, communication of the ATO 2018 Graduate Recruitment Program focussed on awareness raising of the program, targeted candidate attraction, and support of the application process by addressing common questions and tailored information promoted on ATO external profiles.

Web content was reviewed to make it flow better, with a refresh of language and tone to make it more engaging and easier to understand, together with testimonials and testimonial videos to help applicants understand what their day to day work life may entail.

Because 84% of graduates begin looking for job opportunities in their last two years of study, it was anticipated engaging with universities early, and consistently, would result in higher reach. To ensure greater reach and awareness we promoted the Graduate program on communication channels that are frequently used by graduates; such as online job boards.

It was deemed, with the right information at the right time, graduates could apply for positions they were most suited to. Hence the ATO would benefit by minimising time wasted processing excess, unsuitable applications and reduce email enquiries.

Creative design

The creative approach was informal and playful – as suited and aligned to the age demographic of the target audience. It aimed to stand out from the crowd in a thought provoking and unexpected visual approach. It focused on the mutually beneficial relationship between graduates and the ATO. The creative concepts drew a comparison to novel food pairings *that bring out the best in each other*.

In feedback from current and past graduates, a key theme was ‘unexpected’ with many highlighting how unexpected the diversity of the work at the ATO is, and that they have been (pleasantly) surprised by the opportunities and support offered throughout the program. The creative approach was designed to highlight this aspect of the graduate experience.

‘Food pairings’ were highlighted using bright, bold colours and specific flavour combinations such as:

- chocolate and orange
- salt and caramel
- strawberries and balsamic vinegar
- watermelon and feta
- fig and honey
- chilli and mango