



REA Group 2022 Grad Program

rea.to/grads22



Grad recruitment campaign 2022



Overview

At REA, our employer value proposition has deep roots embedded in the employee experience – and it's critical to us that we share our people's authentic experiences in everything we do.

It's important to us that every story we share captures the essence of REA and is anchored by our meaningful purpose of helping millions of people find a home, workspace or flatmate, while also showcasing the other important elements of our value proposition and employee experience.

Having a deep understanding of our grad audience is key to our approach – all content is created following human-centred design principles and in reference to our relevant key drivers talent segment matrices created from an org-wide study.

We hire only 10 grads into our small but mighty program tech graduate program. Because of this, we have to work harder at attracting top talent to apply with us vs the larger programs offered by our tech talent competitors.

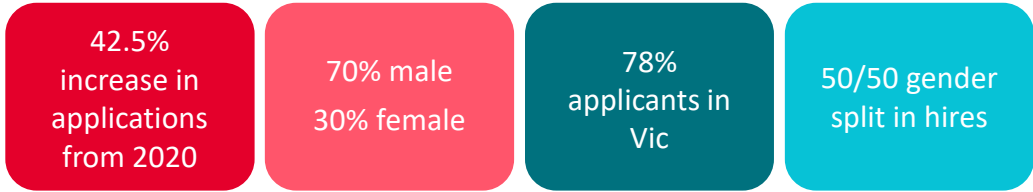
To reduce agency spend, and to ensure an authentic view of the REA Group story is present, over the past two years concepts and high-level designs of content for our grad program are now done in-house.

Being sensitive to the pandemic situation meant we had to reconsider our usual video approach that showcases our great office environment and experience. For the safety of our people, we shot our video in a green-screen studio where we could follow the Covid safety restrictions present at the time.

Objectives

- Attract software design and engineering talent to REA Group's grad program who are not only great at what they do, are aligned with our company values
- Stand out from our tech talent competitors given the small size of our tech grad program compared to others
- Create content containing real experiences of past and present grads by sharing their authentic messages and stories
- Optimise content to suit a variety of digital channels and formats
- Using a human-centred approach to storytelling, create a fun, dynamic and eye-catching hero campaign that captures the hearts and minds of grads and showcases our unique culture and experience

Campaign results

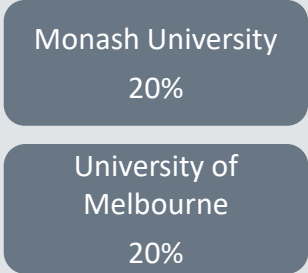


Direct Applications

- 610 applications
- 355 invited to complete PI
- 163 progressed to Vieple
- 25 invited to assessment centres
- 2 withdrew before interviewing
- 10 offered and accepted

Time to hire:
13 weeks

Top Universities Of Applicants



Grad Australia Campaign



Grad Video Attraction Series



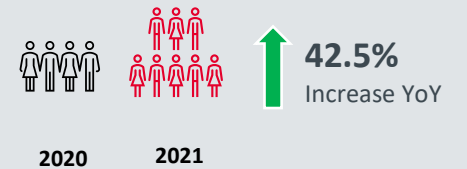
148.5K
Impressions

756
REA Group site grad page clicks

Clicks per social channel



Applications YoY



Video Campaign Budget

- \$14K Video creation spend
- \$2.5K LinkedIn sponsored content
- \$1.7K Instagram sponsored content

Total budget
\$17.7K

EMPLOYER VALUE PROPOSITION

OUR PROMISE

Agility
Growth
Heart
Pride
Learning

OUR EXPECTATIONS

Expectation
Commitment
Creativity
Accountability
Impact



EXPERIENCE

Energy
Belonging
Collaboration
Empowerment
Diversity

Challenges
Complexity
Change
Ownership
Ambiguity

Digital content

Video content for social at a glance



REA Group social channel content

Feed Social posts

- 3 x 4:5 video/s for social featuring two people per post
- Under 30 seconds per video

Story content

- 6 x 9:16 edits for social stories featuring one person per post
- 15 seconds max per post

Web version

- 1 x 16:9 edit featuring all six people
- Approx. 90 secs

Animation extras

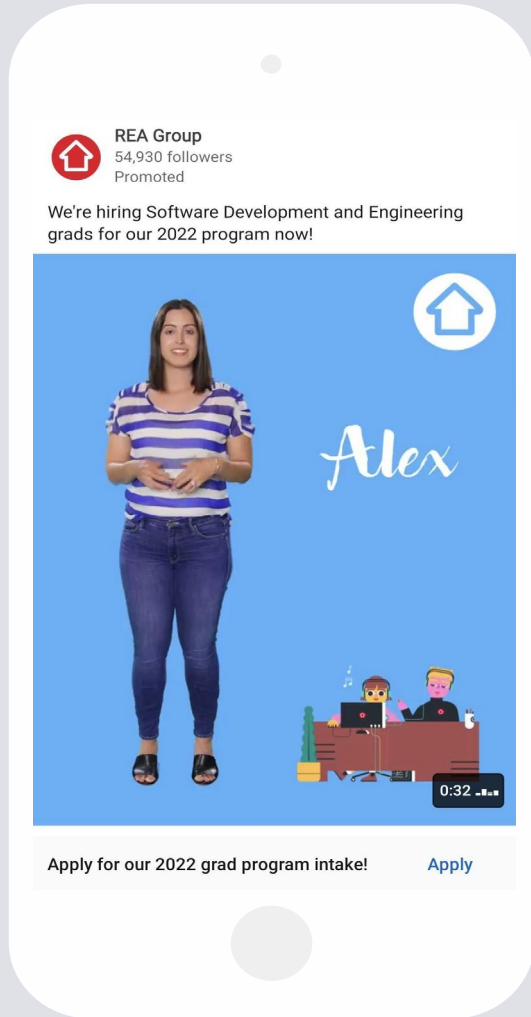
Vector sticker files from video animations

- 6 x sticker type animations created from video for user-generated content activity

New call to action animation for ALL video content

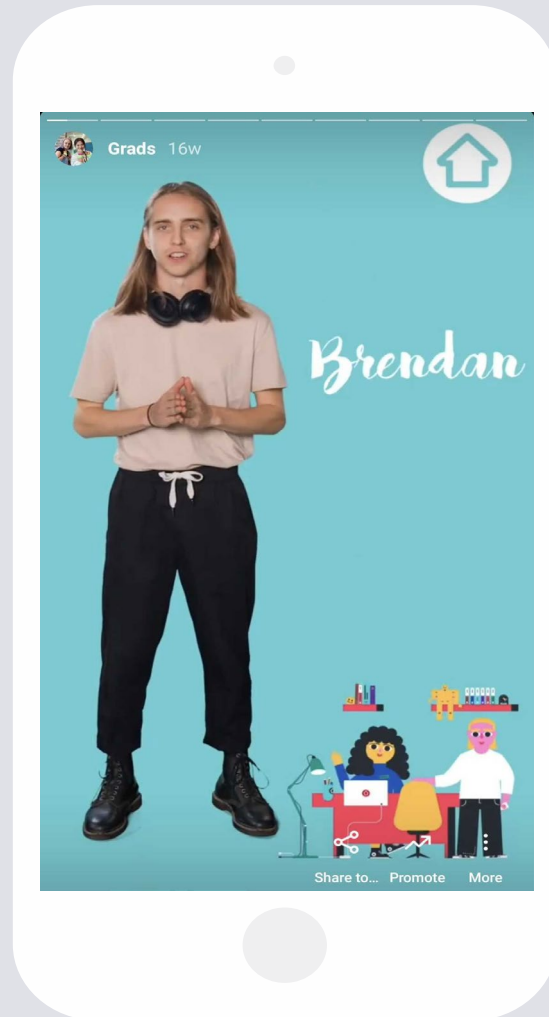
- First edit to apply for grad program
- Second edit to point to REA Group careers page

Social activity



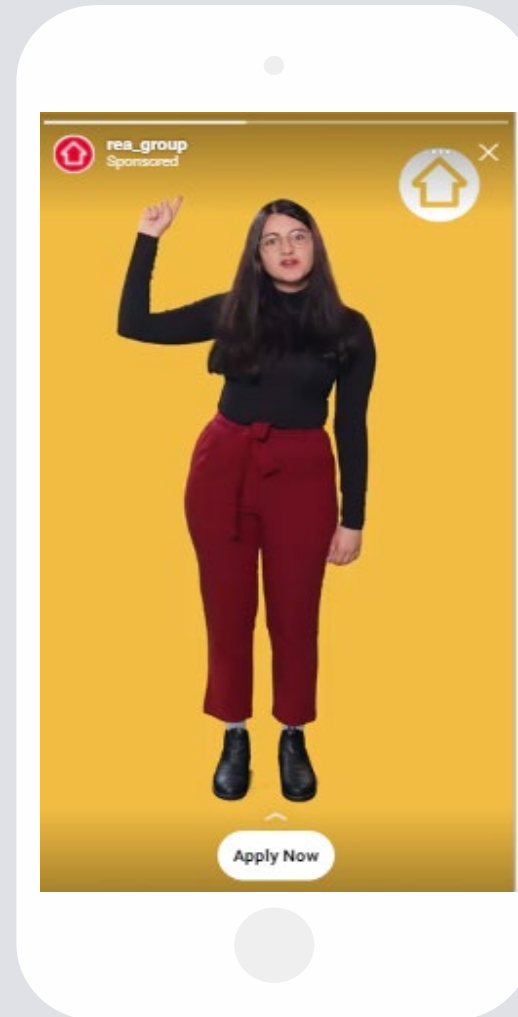
Feed posts

(Organic & Sponsored)



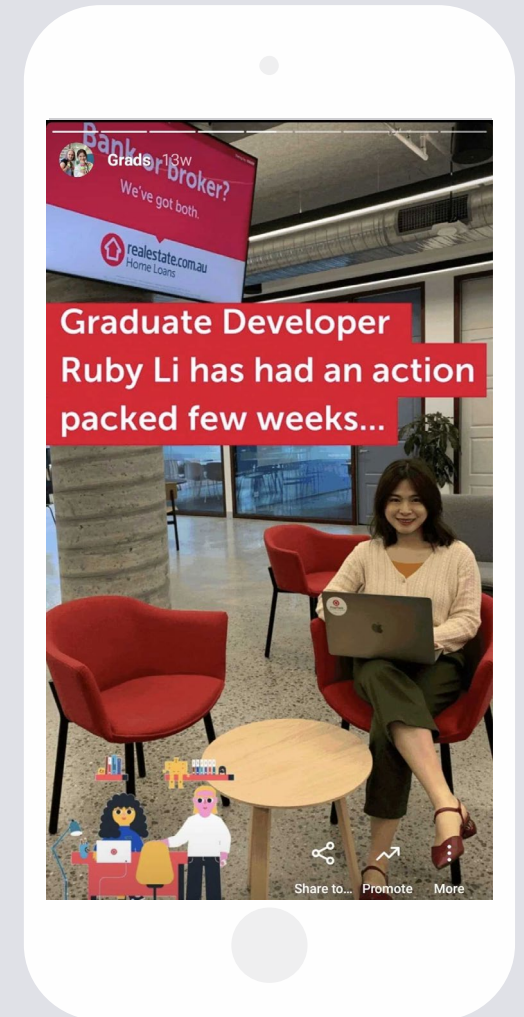
Stories

(Organic & Sponsored)



Swipe Up Stories

(Sponsored)



Grad Created Stories

(Organic)

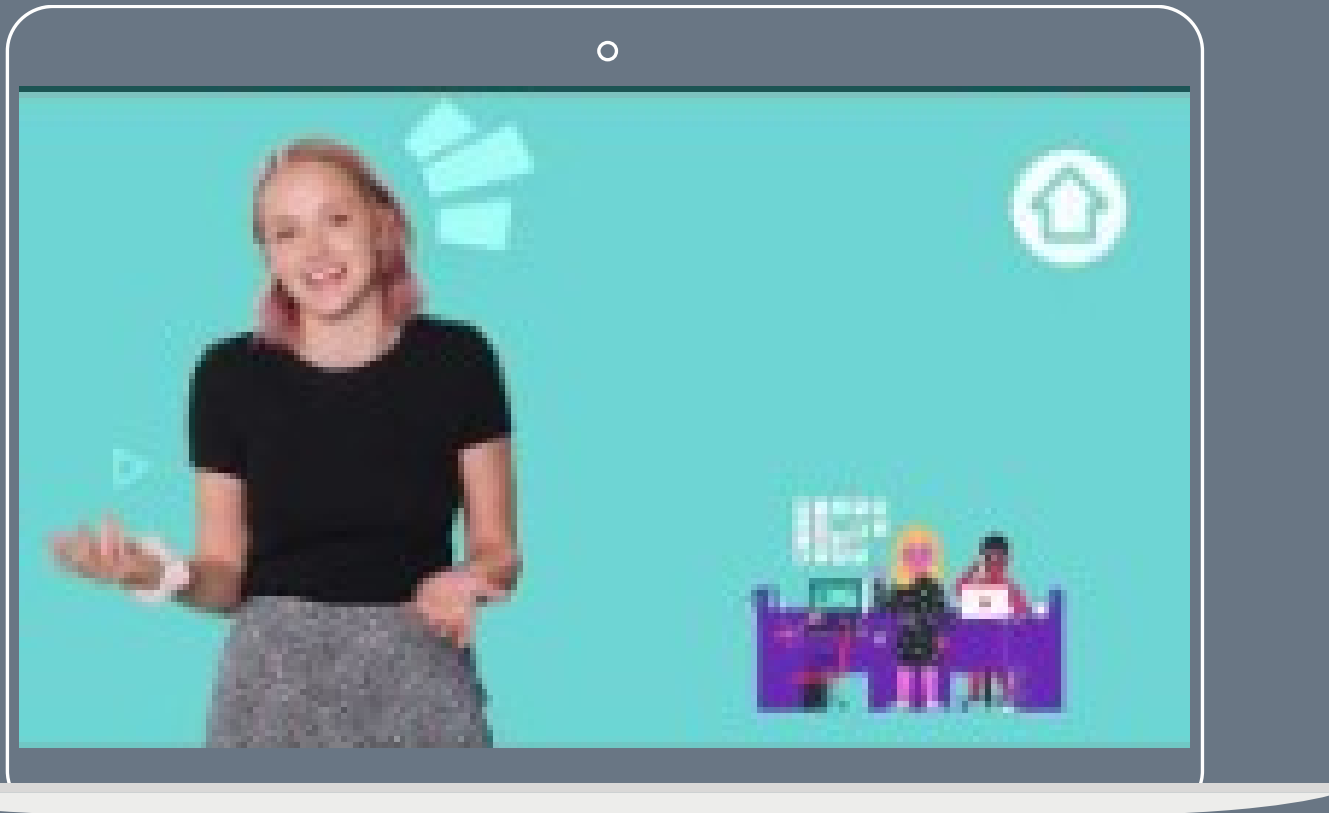
Web version

Specs

- 16/9 size
- 1 x edit of 5 x grads and 1 x talent partner
- Time limit – 2 mins max

Locations

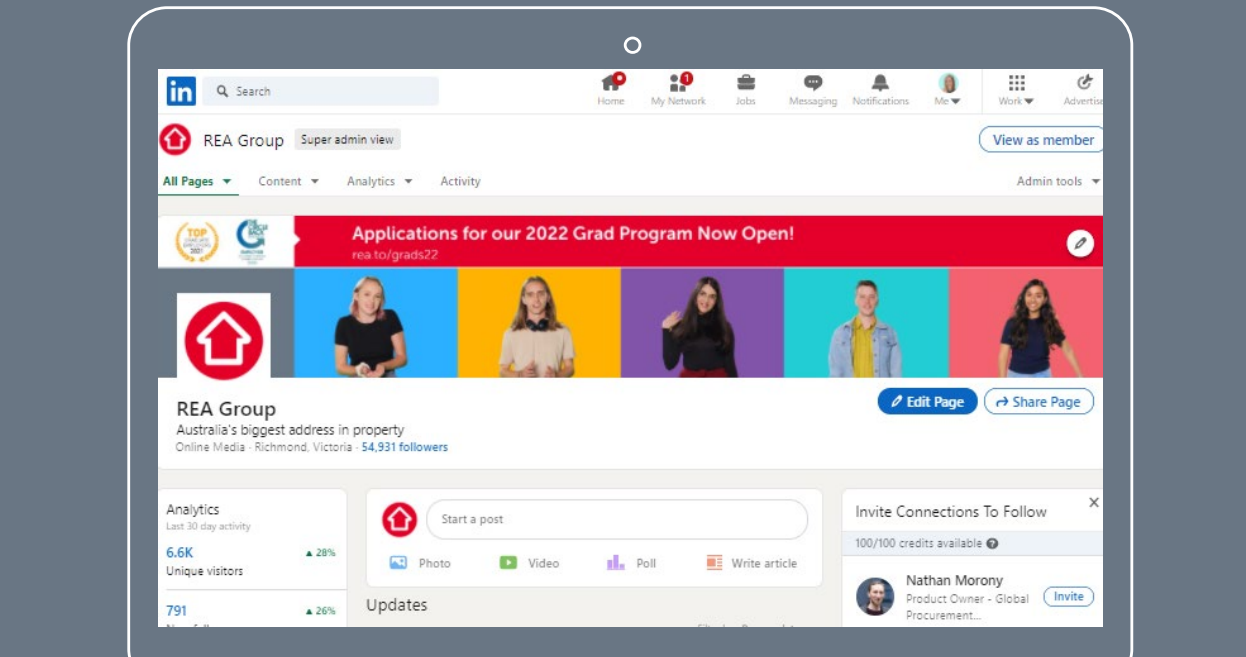
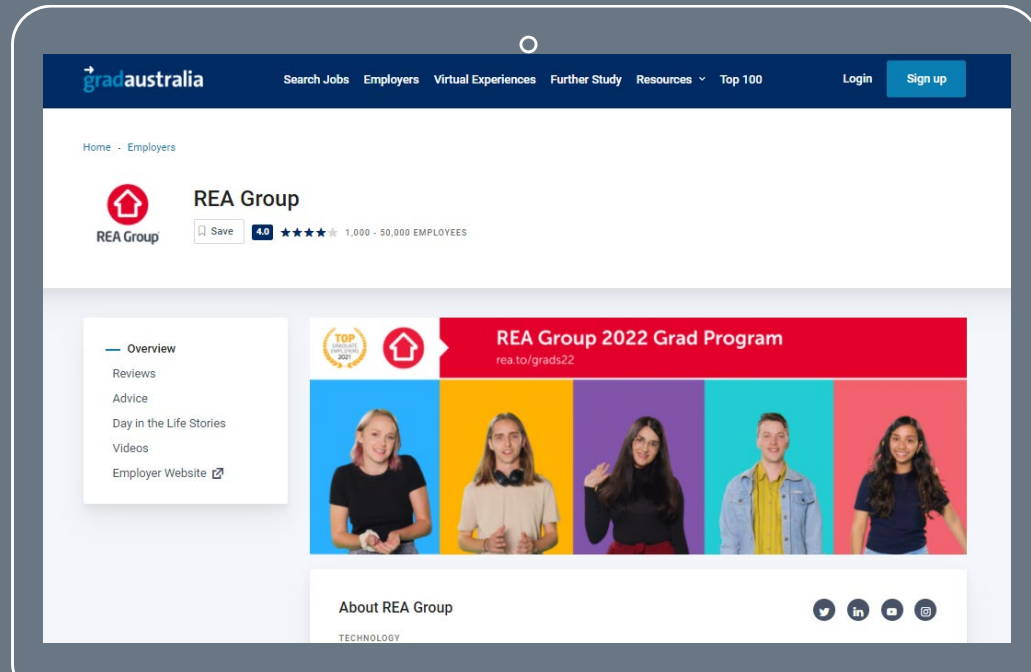
- [REA Group careers grad page](#)
- [REA Group Grad Australia page](#)
- [REA YouTube channel](#)



Animated Social Stickers



Web presence



Organic content – teasers



REA Group
54,932 followers
4mo · 🌐

We just love seeing the hard work and dedication of our early career starters pay off.

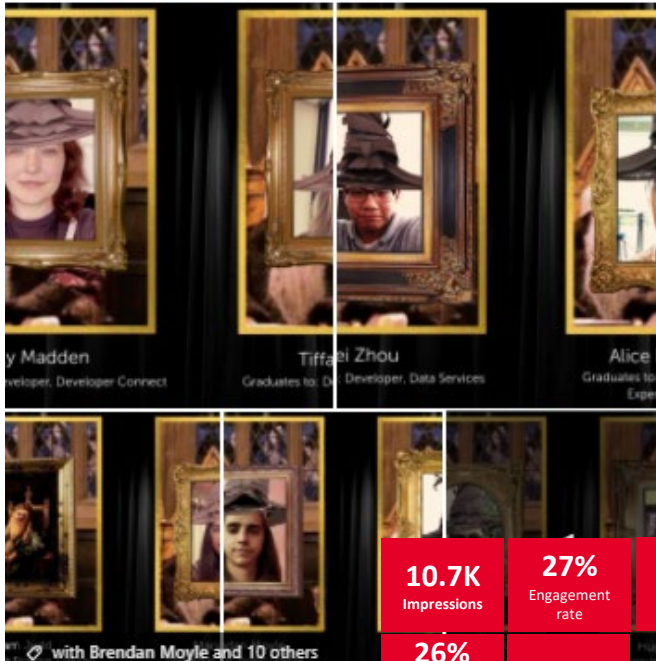
Today, we're thrilled to celebrate the graduation of the talented people who took part in our 2020 Grad and Springboard to tech programs.

This year we were impressed by their passion, curiosity and ongoing thirst for learning. And we're especially proud of how they navigated their respective programs almost entirely virtually.

Join us as we share their excitement in being promoted into permanent roles with us. We think it was fitting that today's graduation began with a Sorting Hat Ceremony (Harry Potter fans, rejoice!).

Congrats to our graduates, we look forward to celebrating your continued success at REA.

Interested in our Grad Program? Applications open next month so watch this space: <https://lnkd.in/gaNE9sn>



10.7K Impressions	27% Engagement rate	77 Reactions
26% Click-through rate	2,813 Clicks	



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4mo · 🌐

Investing in the technologists of the future is close to our hearts at REA Group. We're proud that over the years, our grad program has been cultivated into the highly supportive and learning focused program that it is today.

Getting the recent recognition as a Top Graduate Employer from [Australian Association of Graduate Employers \(AAGE\)](#) is the cherry on the cake!

And guess what? We're hiring Software Developer and Engineering grads soon! The next intake of our grad program opens on 1 March. Watch this space: <https://lnkd.in/gaNE9sn>

#experienceREA #REAGroup #graduateprogramme #grads



9.7K Impressions	4.5% Engagement rate	143 Reactions
2.9% Click-through rate	285 Clicks	



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Profiling a strong woman like [Louise Alphonso](#) on International Women's Day felt fitting. Executive Manager, Technology Community Programs is her title here at REA – a role she accepted while on parental leave with her first bub and started when she was ready to return.

Lou's passion is creating diversity & inclusion and tech career starter programs that not only progress us as a company but as humans.

Introducing our Springboard to Tech program to help women establish careers in tech is just one of the many feathers in her cap.

Her ongoing commitment to our highly supportive and learning focused graduate program is another.

Lou spent a good part of this financial year revamping both programs to help our people best succeed in remote and hybrid working environments.

Supporting our Product, Tech and Design communities through our internal Tech Kick Off event, learning & development through our School of Tech and researching the latest diversity & inclusion initiatives are just some of many initiatives she also leads.

Recently, this self-professed city slicker followed the trend of tree-changers and moved 40kms away from the city to the hills. Lou's loving sounds of birds, sunsets and enjoying the extra space with her husband and two girls.

#experienceREA #IWD



13K Impressions	4.5% Engagement rate	216 Reactions
2.7% Click-through rate	350 Clicks	

Organic content – grad stories



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Experience Empowerment. REA's grad program means being empowered to make a difference and work on things that really matter.

My leader, mentor and team believe in me, give me real responsibility and help make my visions a reality.

Six teams now use software I wrote!

Mitchell Paterson
Software Developer (and former grad)

Want to join a grad program where you'll deliver real projects and see real results? Apply for our Software Development and Engineering grad program by 4 April: <https://lnkd.in/guj66G9>

#experienceREA #REAGroup #graduateprogramme #softwaredevelopers



Graduate program | REA Group Ltd

www.rea-group.com • 1 min read

5.4K
Impressions

3.6%
Engagement rate

37
Reactions

2.6%
Click-through rate

138
Clicks



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Mobile Developer **Diego Rodriguez** shares his rotation experience while in our top-rated Software Development and Engineering grad program – moving from front-end to back-end and finally landing in his permanent home in mobile!

Want to work with the best and brightest tech and be surrounded by down-to-earth people who help you grow and feed your curiosity? Apply for our Software Development and Engineering grad program today: https://lnkd.in/gpxv_zH

#experienceREA #REAGroup #grads #graduateprogramme



My one-year learning journey as an REA grad.

gradaustralia.com.au • 5 min read

6.8K
Impressions

4.4%
Engagement rate

66
Reactions

3.3%
Click-through rate

227
Clicks

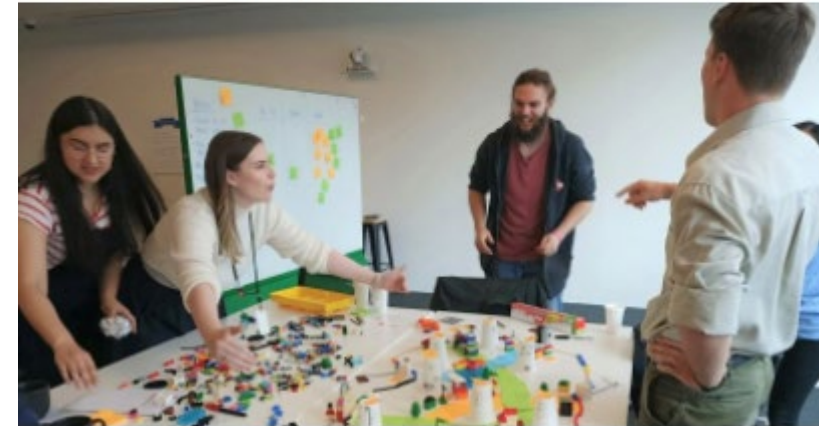


REAGroup
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Ever wondered what a day in the life looks like for our grads here at REA? **Alice Hendicott** shares her typical day when working from home – covering everything from participating in team stand ups, pairing with people to get work done and using the dedicated self-study time to learn.

Guess what? Applications for our 2022 Software Development and Engineering Grad Program are open now. Apply by 4 April: <https://lnkd.in/gt3ya52>

#experienceREA #REAGroup #graduateprogramme



Alice Hendicott

gradaustralia.com.au • 5 min read

5.4K
Impressions

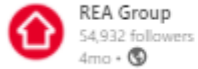
3.5%
Engagement rate

44
Reactions

2.6%
Click-through rate

141
Clicks

Organic content – video campaign



REAGroup
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Applications for our top-notch Software Development and Engineering Grad Program are now open!

Hear what Talent Partner, [Alexandra Ryan](#), and recent graduate program grad, [Mariam Shahid](#), have to say about the program and apply today: <https://lnkd.in/gFTTbR4>

#experienceREA #REAGroup #graduateprogramme #grads #applynow



REAGroup
54,932 followers
3mo · 🌐

Being surrounded by down-to-earth people who help you grow and feed your curiosity are just a few of the many great things we hear about our graduate program.

But don't take our word for it – hear what stood out to Developers [Hugh Rayner](#) and [Sanju Parasuraman](#) during their time as grads at REA.

Want to be immersed in a graduate community that is both supportive and structured? Apply for our Software Development and Engineering grad program by 4 April: <https://lnkd.in/gbzBk-c>

#experienceREA #REAGroup #softwaredevelopers #graduateprogramme #developers #softwareengineers



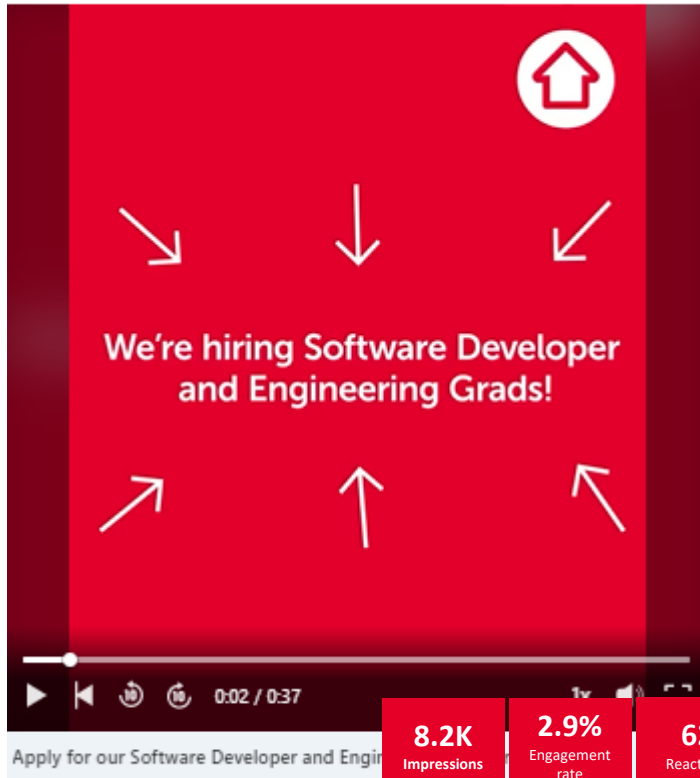
REAGroup
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Last chance to apply for our top-rated Software Development and Engineering Grad program. Applications close at 11.59pm on Sunday 4 April!

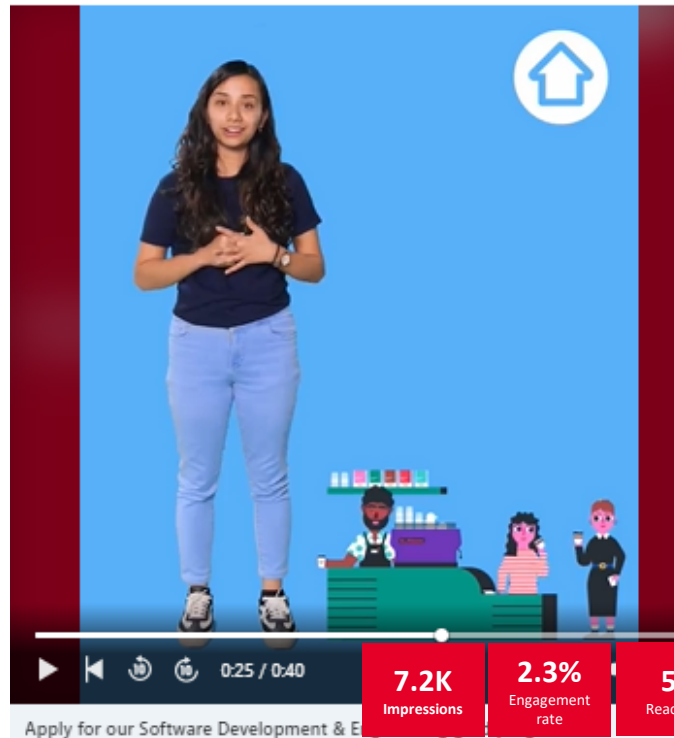
Have a range of experiences across an industry-leading company that helps millions of Australian's find a home like [Megan Rose Evans](#) and [Brendan Moyle](#) have!

Apply now: <https://lnkd.in/gKXJJu8>

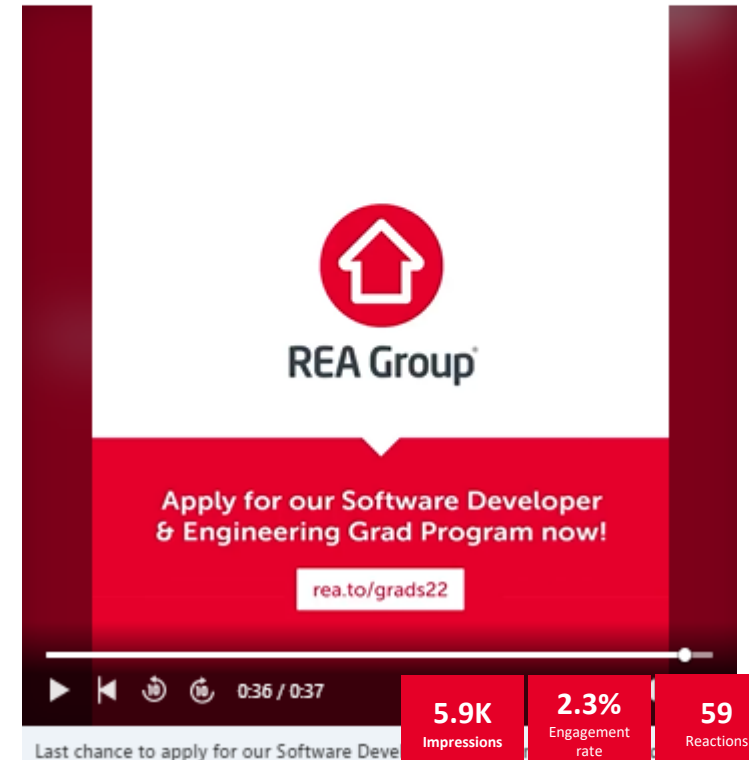
#experienceREA #REAGroup #grads #graduateprogram #developers #softwaredevelopment #hiring #developer



8.2K Impressions	2.9% Engagement rate	62 Reactions
2% Click-through rate	166 Clicks	8.2K Views



7.2K Impressions	2.3% Engagement rate	59 Reactions
2% Click-through rate	100 Clicks	1.4K Views



5.9K Impressions	2.3% Engagement rate	59 Reactions
1.6% Click-through rate	95 Clicks	1.6K Views

Grad Australia Campaign – advice from our grads



Home · Employers



RE A Group

RE A Group

Save

4.0



1,000 - 50,000 EMPLOYEES

Overview

Reviews

— Advice

Day in the Life Stories

Videos

Employer Website

RE A Group Career Advice



Working from home as RE A Graduate

There are many similarities that can be drawn between 2020 and the infamous video-game Cyberpunk 2077, key among them is they both kinda sucked for a lot of people. There were diamonds in this plague-ridden rough, however, and one of mine was spending the year as a Graduate Developer at RE A Group.

Save



My one-year learning journey as an RE A grad.

RE A Group graduate Diego shared his experience throughout his one year learning journey.

Save

My one-year learning journey as an RE A grad.

Diego

RE A Group Graduate

Save

RE A Group graduate Diego shared his experience throughout his one year learning journey.

I can't believe one year has passed since I joined the RE A Grad program. I still remember the early days during the application process and how happy I was when I got the good news. I couldn't believe it to be honest, but I knew this was a once-in-a-life opportunity.

One of the things that excited me the most was the fact I was going to do a few squad rotations, first giving me the chance to explore different areas of tech, but also allowing me to meet a wide range of amazing people. I knew it was going to be awesome, that being said, I had no idea the amount of cool tech I was going to learn.

This is a brief summary of my learning journey for each one of my rotations. I'm sure not everything is covered here, but if you are interested in the RE A grad program, I believe you will find this insightful.

First Rotation – Back-End

So, it came time to pick my first rotation. The first of many hard decisions. For a bit of context, I did have some experience before joining the program, mostly developing front-end applications, Alexa Skills and Google Assistant Actions. There were some back-end systems involved during the development of these projects but being frank they were fairly simple.

I have always been fascinated by the planning and problem-solving skills required to develop back-end systems. I also was feeling adventurous, so for my first rotation I decided to join one of the main back-end teams in RE A. During my time with the team, I learned how to follow great software engineering practices, but I think one of the most valuable skills I picked up in this rotation was the ability to break down complex problems in small digestible pieces.

The simple AWS lambdas I had experience with were nothing compared to the systems I was now working with, all of which are required to support millions of users daily. I also learned a lot about the microservices architecture and how it is applied solve real business problems. Likewise, I learned important principles to successfully design and develop robust and scalable systems.

On the coding side of things, an invaluable experience was the exposure I had to functional programming, even getting the chance to contribute to a few small cards. Finally, I also got the chance to practice my cloud computer skills. I already had some experience with AWS and GCS, but never had worked before with services like AWS Kinesis Data Streams.

By the end of my rotation, I was so grateful for both the squad and the grad program as I was just starting to understand what it takes to develop and support products used by millions of users. Time for my second rotation!



Grad Australia Campaign – day in the life of our grads stories

gradaustralia

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- Overview
- Reviews
- Advice
- Day in the Life Stories**
- Videos
- Employer Website

A Day in the Life at REA Group

DAY IN THE LIFE

Mariam Shahid
Graduate at REA Group

Mariam is studying a Masters of Software Engineering at the University of Melbourne and is now a graduate at REA Group.

[Read full story](#)

DAY IN THE LIFE

Alice Hendicott
Graduate Developer at REA Group

Alice Hendicott graduated with a Bachelor of Information Technology (Computer Science) and a Bachelor of Mathematics (Applied and Computational) from the Queensland University of Technology and is now a Graduate Developer at REA Group.

[Read full story](#)

DAY IN THE LIFE

Brendan Moyle
User Experience Designer Graduate

Brendan Moyle graduated with a Bachelor of Information Technology (Double major in Multimedia Development and Philosophy) from Monash University and is now a User Experience Designer Graduate at REA Group.

[Read full story](#)

DAY IN THE LIFE

Hugh Rayner
REA developer grad

Hugh Rayner graduated with a Bachelor of Science (Computing and Software Systems) from the University of Melbourne and is now a Graduate Developer at REA Group.

[Read full story](#)



Mariam Shahid
Graduate at REA Group

Hey everyone! I'm Mariam and I finished university last year, studying a Masters of Software Engineering from the University of Melbourne. I am now lucky enough to be working as a grad at REA! My experience at REA has been awesome so far. It's been tricky having to do most of the grad program remotely but every team I have worked with has gone out of their way to make sure I feel supported. So let me show you what a typical day looks like for me!


I usually wake up at around 7:00 a.m. With an hour+ commute to work, I'd previously be rushing to get dressed and run out the door, but I now have the morning all to myself! I'll usually do a home workout or go for a walk in my neighbourhood. I've actually been more active while WFH than I ever was prior (granted it was a low bar...)! I'll then shower, get dressed and make myself a cup of chai before I get ready to start my day.




Here's my WFH set up. REA has been amazing at making sure we have what we need to set up an ergonomic home environment. They let us borrow these super fancy ergonomic chairs from the office and let me tell you, when you are sitting at a desk for 8 hours a day, ergonomics matter! Aah, to be a working adult. They even gave every employee a WFH budget each year to buy whatever they might need, and I responsibly used mine to get this standing desk because why sit and work when you can stand!




Grad Australia Campaign – additional video content

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- Overview
- Reviews
- Advice
- Day in the Life Stories
- Videos**
- Employer Website 

REA Group Videos




Apply for our Software Development and Engineering Grad Program!

Grads in our 12 month program work with the best and brightest in tech, learning on-the-job at the home to Australia's I...




Experience REA Group's Grad Program

Because applying for a grad position is a pivotal moment in the game of life, we set a challenge to explain our tech gra...




REA Group's Grad Program

We love this grad created video that epitomises the strong sense of belonging our grad cohorts create each year.




Experience REA Group

Ever wondered what it's like to experience REA Group? Then take a peek.




Join our home at REA Group

Everybody needs a home. That's why we help millions of Australians find their next home every day.



REA Group Values

Values are at the core of how we operate, treat each other and the choices we make.





Events



INDUSTRY INSIGHTS
 Wednesday 17 March - 4pm

Leading tech professionals provide an update as to the state of the industry and share insights into what they actually do, how they got to where they are and advise as to how you can figure out what you want from your career.

[REGISTRATION](#)



Panel Chair
 Jeanette Cheah
 CEO & Founder
 Hacker Exchange



Alyssa Biasi
 Technical Lead
 REA Group



Sheena Mehta
 Quality Assurance Team Lead
 Carsales.com.au



James Johnson
 Manager, Customer Platforms
 Deloitte Digital



Raghu Sringhokolapu
 Salesforce Solution Architect
 Accenture Australia



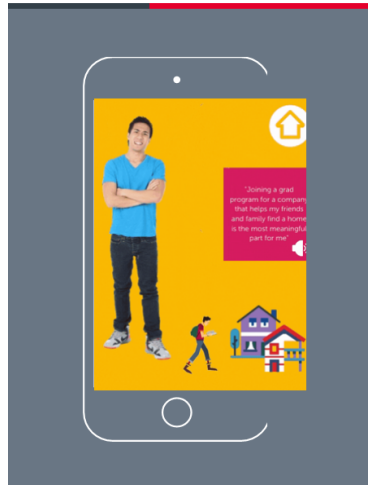
Event Host/Partner	Location	Topic
GradGirls	REA Group	Panel discussion with REA tech employees, past grads and product manager presentation
Swinburne	Webinar	Ask an Employer – panel consisting of REA Talent Partner, current grad, and HR Advisor
Monash	Webinar	Industry Insights – included keynote from past REA grad
Melbourne University	Melbourne Uni	Industry Connect event REA Talent Partner and former Data Grad
RMIT	REA Group	Tour and Tech Talk
Swinburne	REA Group	Tour and Tech Talk
Grad Australia	Webinar	Tech Careers Fair which included a panel discussion with REA Talent Partner



Appendices

Design brief created by REA Group and shared with [Sutori](#) video agency to help create

Video content for social at a glance



REA Group social channel content

Feed Social posts

- 3 x 4:5 video/s for social featuring two people per post
- Under 30 seconds per video

Story content

- 6 x 9:16 edits for social stories featuring one person per post
- 15 seconds max per post

Web version

- 1 x 16:9 edit featuring all six people
- Approx. 90 secs

Animation extras

Vector sticker files from video animations

- 6 x sticker type animations created from video for [user-generated content activity](#)

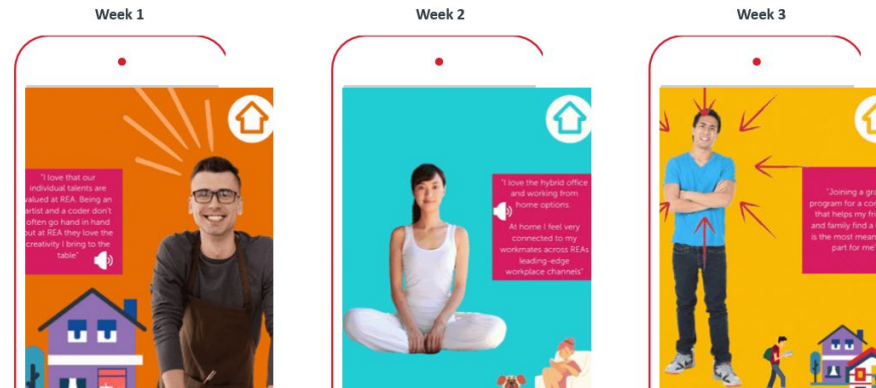
New call to action animation for ALL video content

- First edit to apply for grad program
- Second edit to point to REA Group careers page



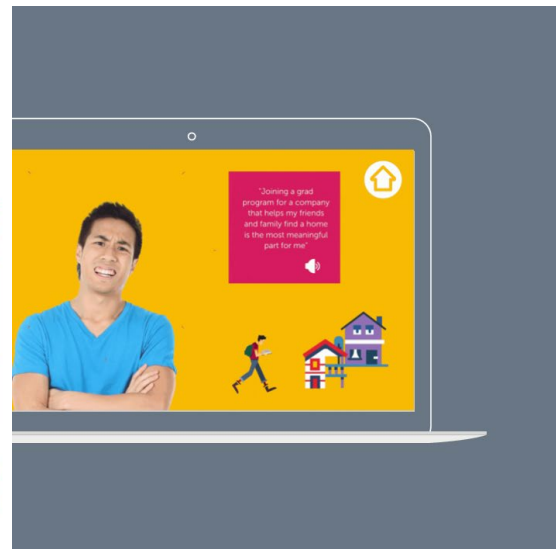
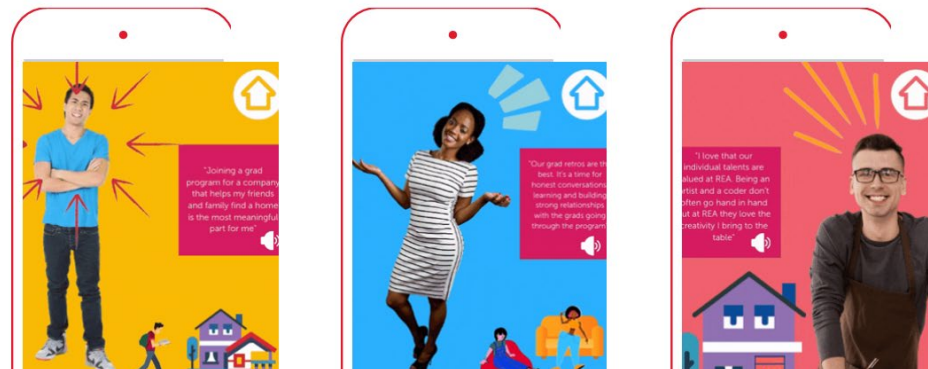
Feed social posts – 1 per week leading up to closing date

- 3 x 4:5 edits featuring two people per video
- All end on call-to-action to apply for REA Group grad program with web short link
- TBC if text box should be included for people watching without sound or if subtitles should be added instead
- “Last week to apply” sticker type image to be added to final week video



Stories – 2 per week leading up to close date

- 6 x 9:16 story edits featuring only one person per story
- Includes swipe to apply scene in each



Web version

Specs

- 16/9 size
- 1 x edit of all 6 grads
- No time limit

Location

- Grad Australia page
- REA Group careers grad page
- REA YouTube channel

