

2019 IT Graduate Program intake

“Unleash Your Potential” Communications and Marketing Strategy May to July 2018



1 BACKGROUND

The Queensland Government IT Graduate Program is a two-year leadership program that aims to develop a workforce geared for a digital future. Supported by QGCIO, the program responds to the unique needs of all government agencies, placing graduates in a range of technical and non-technical roles.

The program provides a two-year contract with a Queensland Government agency, an interactive learning program, networking opportunities across the government, mentoring and support.

The program has been running since 2007 and recruits an average of 35 graduates a year, placing them across 5-10 agencies. The IT Graduate Program is just one graduate recruitment strategy from the Queensland Government. It is supported in part by the Public Service Commission, which delivers the candidate application portal.

Graduates may have qualifications in technical and non-technical fields, including marketing, human resources, business analysis, software development, network support and information security.

2 STRATEGIC APPROACH

- Tailor the tactics and messaging to suit the situation and audience, clearly explaining ‘what’s in it for me’.
- Actively work with ‘influencer’ stakeholders and leverage their direct communication channels.
- Use targeted online advertising to bolster reach and generate interest .
- Ensure value for money in channel selection.
- Review the campaign at key points to ensure it remains relevant and reflects market / community sentiment.
- Deliver the campaign on time and within budget.
- Use stakeholder networks to distribute messaging and collateral to optimise reach.

3 OBJECTIVES

- Increase awareness of the benefits of the IT Graduate Program.
- Increase the number and quality graduates applying to join the IT Graduate program.
- Increase the number of business units and government agencies participating in the graduate program.

4 Key Dates

- 05 June: EOI to Departments and Stakeholders
- 25 June: External Campaign Launch
- 02 July IT Grad Applications Open
- 23 July IT Graduate Applications Close

5 TARGET AUDIENCES

- Graduates who have studied:
 - information technology, information management, computer science, telecommunications, web/multimedia design,
 - project management, business/commerce/law, marketing or procurement.
- Queensland Government agencies who will engage graduates for the two year program.
- Broader Queensland community.



6 CAMPAIGN STRATEGY AND TACTICS

AUDIENCE: University Graduates

Aim:

- Encourage recent graduates to apply for the Queensland Government IT Graduate Program.
- Increase awareness within tertiary student population of the program.
- Highlight benefits and opportunities for a career in the digital future of government.

KEY MESSAGES

- If you studied information technology, or an IT-related degree at uni, we want you!
- This is not just an ordinary job. It is an opportunity to unleash your potential. Our digital graduate program offers you a supportive, learning and networked environment.
- Contribute to our responsive and digital future, implementing positive changes for Queenslanders.
- We also want outstanding individuals for non-technical roles, such as project support, marketing, finance and research positions.
- More than a third of grads gained promotions during the program. The two-year program provides you with essential training and support to make a difference with the Queensland Government.

STRATEGY

- Share experiences: profile current graduates to highlight positive experiences and value.
- Demonstrate the inclusive and supportive work environment.
- Communicate to audience through appropriate channels; online and offline, e-news.
- Leverage university networks, existing stakeholder contacts lists.
- On-going promotion: Share first-year journeys of the Grads through stories.

TACTICS

- Website: edit copy to boost readability and persuasiveness.
- Video profiles of current graduates to share on social media and the website
- Flyer for use at careers fairs
- Social media advertising and posts – Facebook and LinkedIn
- E-Newsletters, on-going website e-news stories.

EVALUATION

- Total Number of applicants.
- Digital: Social media analytics, website hits,.

AUDIENCE: Government agencies

Aim:

- Encourage government agencies and departments to take on at least one graduate student.
- Communicate the value of building a workforce geared for the digital future.
- Boost the outputs of government projects into the digital age and beyond.

KEY MESSAGES

- Innovate your department by employing a fully-supported and tech-savvy graduate.
- University graduates are bright, enthusiastic young leaders who can bring a fresh, new perspective to your team.
- QGCI0 provides extensive training and on-boarding, expediting the students' induction into the Queensland Government.
- Graduates have diverse technical and non-technical backgrounds to boost your team's capabilities.
- Training university graduates helps government build a pool of digital experts for future recruitment needs.

STRATEGY

- Reinforce successful outcomes from previous department staff using testimonials from agencies.
- Share success: Demonstrate the value graduates have brought to department activities and career progression.
- Use direct engagement, leveraging existing relationships where possible, to encourage take up of the program.
- Encourage cross-promotion between agencies and departments.
- Demonstrate that being involved helps satisfy future government recruitment needs and shows a commitment to cutting edge technology for the benefit of Queenslanders.

TACTICS

- Website: edit copy to boost readability and persuasiveness.
- Direct emails to previous and prospective agencies.
- Yammer posts on Queensland Government agency pages.
- Posters and printable flyers to complement engagement activities.
- Social media leverage LinkedIn influencer profiles? (CIO)

EVALUATION

- Number of agencies signed up to the program.
- Number of graduates employed under the IT Graduate program.
- Survey of department employers, emails/calls to QGCI0.

AUDIENCE: Queenslanders/Other

Aim:

- Highlight the opportunities available to graduates in the Queensland Government.
- Demonstrate Government's commitment to driving digital technology within government
- Increase awareness of the graduate program among parents, relations of IT graduates.

KEY MESSAGES

- The Queensland Government's IT Graduate Program offers training and mentoring for tomorrow's digital workforce.
- This program is part of our approach to develop a workforce geared for a digital future, while providing Queenslanders the best technology in the services we provide.
- Successful applicants will get two-years of paid work with opportunities to contribute to exciting and innovative projects which make a genuine impact in our State.
- Graduates from all IT fields are encouraged to apply; from technical disciplines to non-technical roles.

STRATEGY

- Create awareness of the positivity of the program and the benefits of drawing from a pool of technologically-advanced future leaders.
- Share the values of the program during key milestones, such as announcements of successful applicants.
- Engage external audience with soft "call to actions" such as referring family members or friends to the Grad Program website.
- Leverage cross promotional capacity to promote the program.

TACTICS

- Department press release from Chief Information Officer on the opening dates.
- Website content promotion and promotion of key deliverables (eg announcement of successful applicants.)
- On-going promotion of Grad Program activities utilising E-News function.

EVALUATION

- Application numbers, website traffic numbers.
- Social media engagement.
- emails/calls to QGCI0.

7 Tactics - High-Level Overview

Activity	Details	Cost	Timing – week commencing													
			14/5	21/5	28/5	4/6	11/6	18/6	25/6	2/7	9/7	16/7	23/7	30/7	6/8	13/8
SOCIAL MEDIA CAMPAIGN																
Facebook (paid)	1x video ad, 1x domain ad, 1 x carousel	1192.00														
Facebook (organic)	Promote Grad Program: Queensland Graduate Connect (@QLDGOV Grads), Queensland Government (@Queenslandgovernment), Advance Queensland (@AdvanceQueensland), Housing and Public Works (@Hpwqld)															
Videos	Overview video x1 and graduate testimonials x4															
Instagram	Post via Queensland Government															
LinkedIn Influencer Shares	Queensland Government, Andrew Mills, Sally															
Evaluation findings	Weekly analytics review of Facebook Ads															
Campaign Evaluation	Review social media outputs															
	Subtotal	1192.00														
COMMUNICATIONS MATERIALS																
Grad connection	Largest student and graduate careers website															
Electronic Direct Marketing – Internal Audiences	Emails to previous client database, HR teams, Government agencies, Government owned corps.															
Electronic Direct Marketing – External Audiences	Universities.															
Website External content	QGCI0 website															
Web News content:	Announce program launch and closing dates.															
- Forgov																
- HPW																
- QGCI0																
Internal Audience A3 Digital Poster (sent via email)	Promote Grad Program															
External audience A3 Digital Poster (sent via email)	Promote Grad Program															
Media releases	Ministerial and CIO Media Releases															
Seek employment ad	30-day ad on Seek to promote program	308.00														
External Engagement Activities																
Big Day In	University of Queensland, IT Careers conference															
IT Grad Program Ambassador	TBC – explore opportunities for grad to speak at university fairs etc															
	Subtotal															
	Engagement activities subtotal															
	ESTIMATED TOTAL COST	\$1500.00														