
**What attracts
marketing
talent?**

**Zoom in:
Australia**

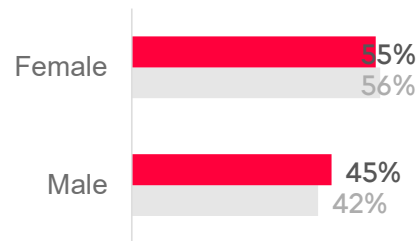


Executive Summary – Australia

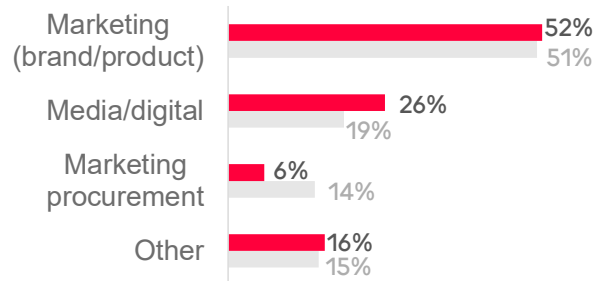
- ‘**Strong brands in portfolio**’ is the #1 attribute a company should embody ranked by respondents from Australia, while the global sample voted ‘**Strong and clear corporate purpose and mission**’ first. (based on a ranking of 7 attributes)
- The #1 attribute a marketing department should embody voted by respondents from Australia is ‘**Strong consumer centricity and obsession**’ (based on a ranking of 8 attributes)
- The **culture** of a marketing department that Australian respondents would like to work for is similar compared to the total sample:
 - **dynamic** over considered
 - **high energy** over well balanced
 - **informal** over formal
 - **output oriented** over process oriented
 - **speed** over precision
 - **agile** over structured **work teams**
 - **strong internal progression** over hiring more external talent
 - **more experimental** over more predictable
- Australian respondents are divided about which company’s marketing department most closely aligns with the attributes they prefer – **IAG, Velocity Frequent Flyer, and Unilever** were the only companies that were mentioned by twice

Demographic snapshot – Australia

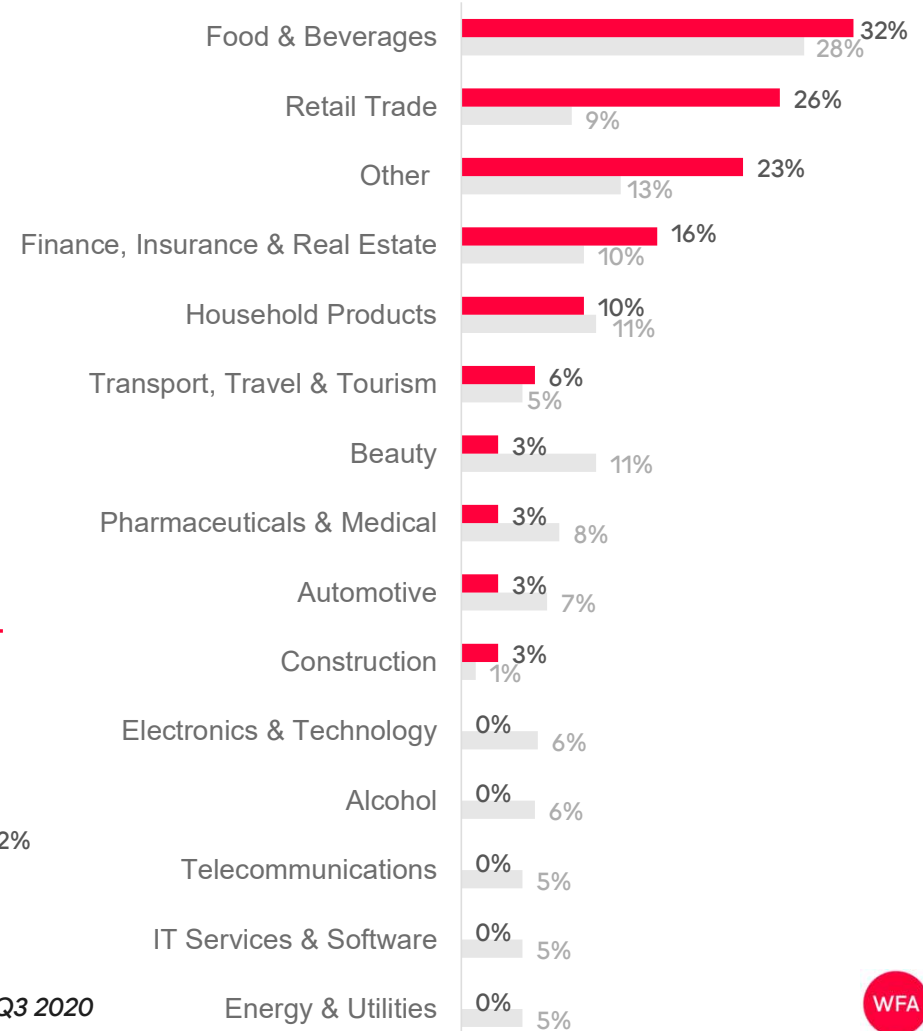
Gender



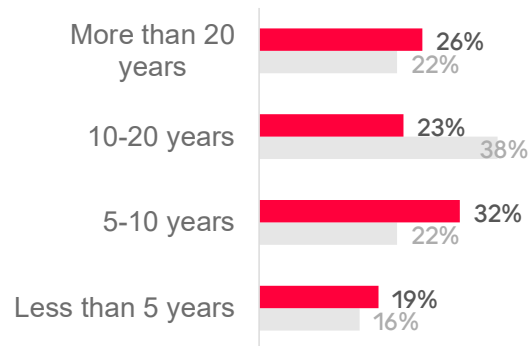
Function



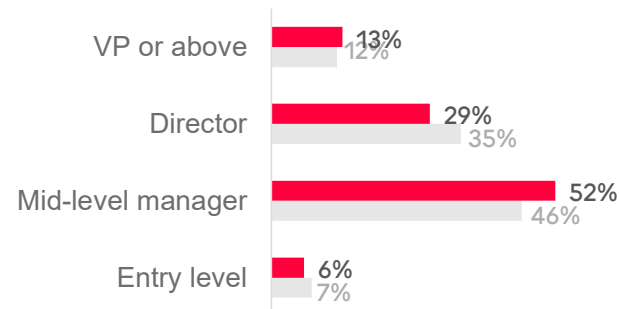
Industry



Years in Marketing



Seniority



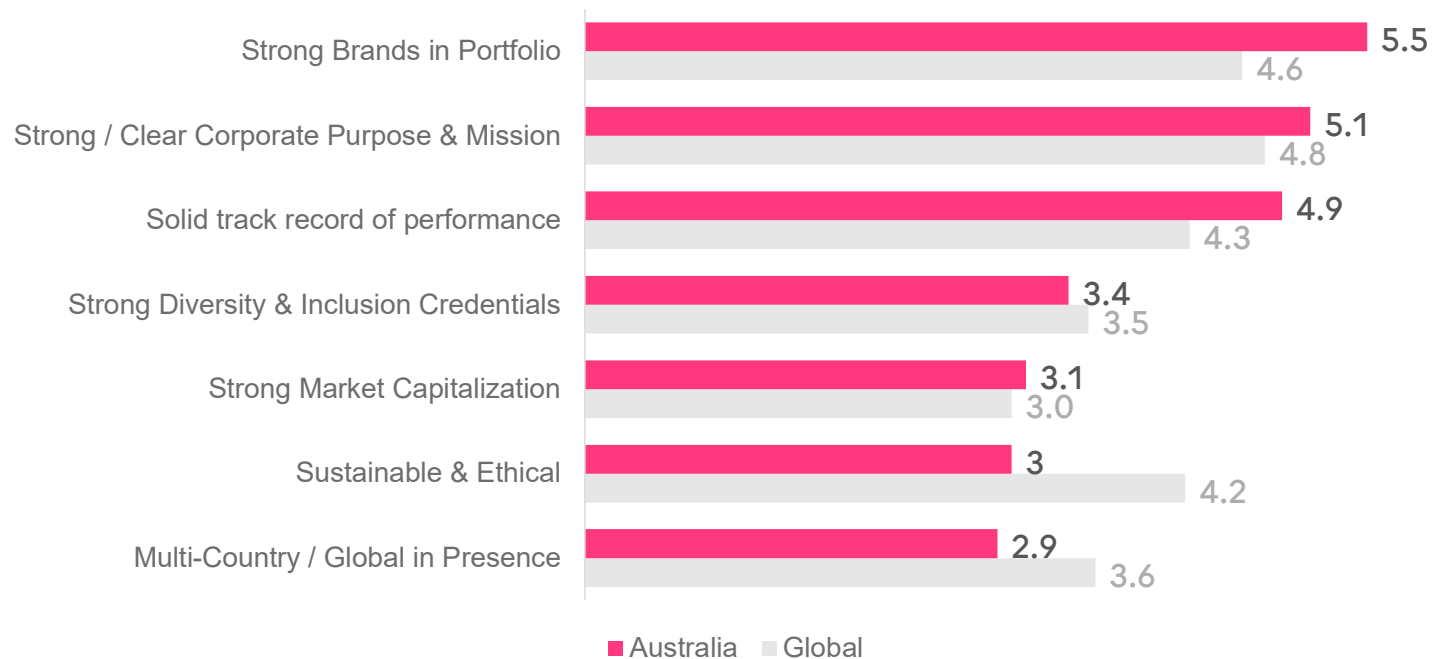
Source: WFA survey amongst 432 marketers across the globe, 31 marketers from Australia; Date: Q3 2020



Working on a strong brand

Marketers in **Australia** ranked strong brands in portfolio highest

Q: Please rate the below key attributes that a company may embody to attract you to work for them in terms of importance, from most important to least important (1=least important; 7=most important):

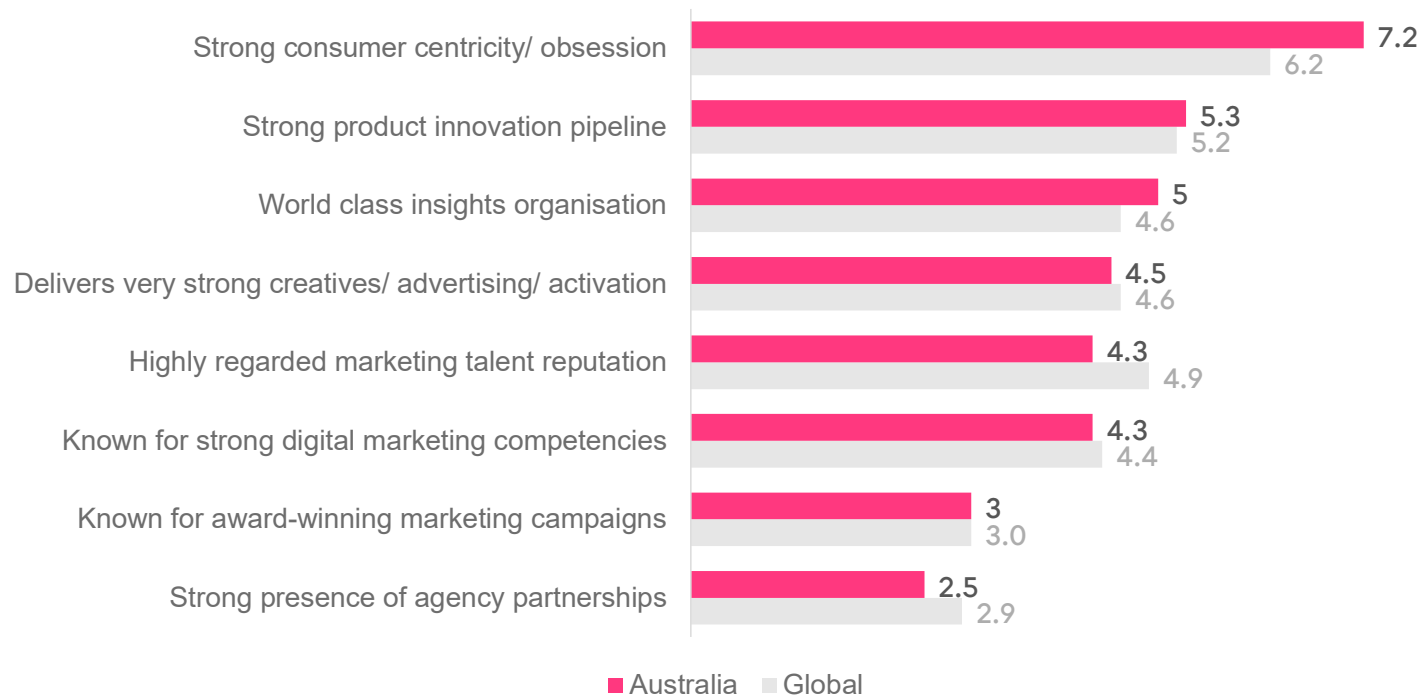


Source: WFA survey amongst 432 marketers across the globe, 31 marketers from Australia; Date: Q3 2020

Putting the customer first

Marketers from **Australia** ranked strong consumer centricity/obsession highest

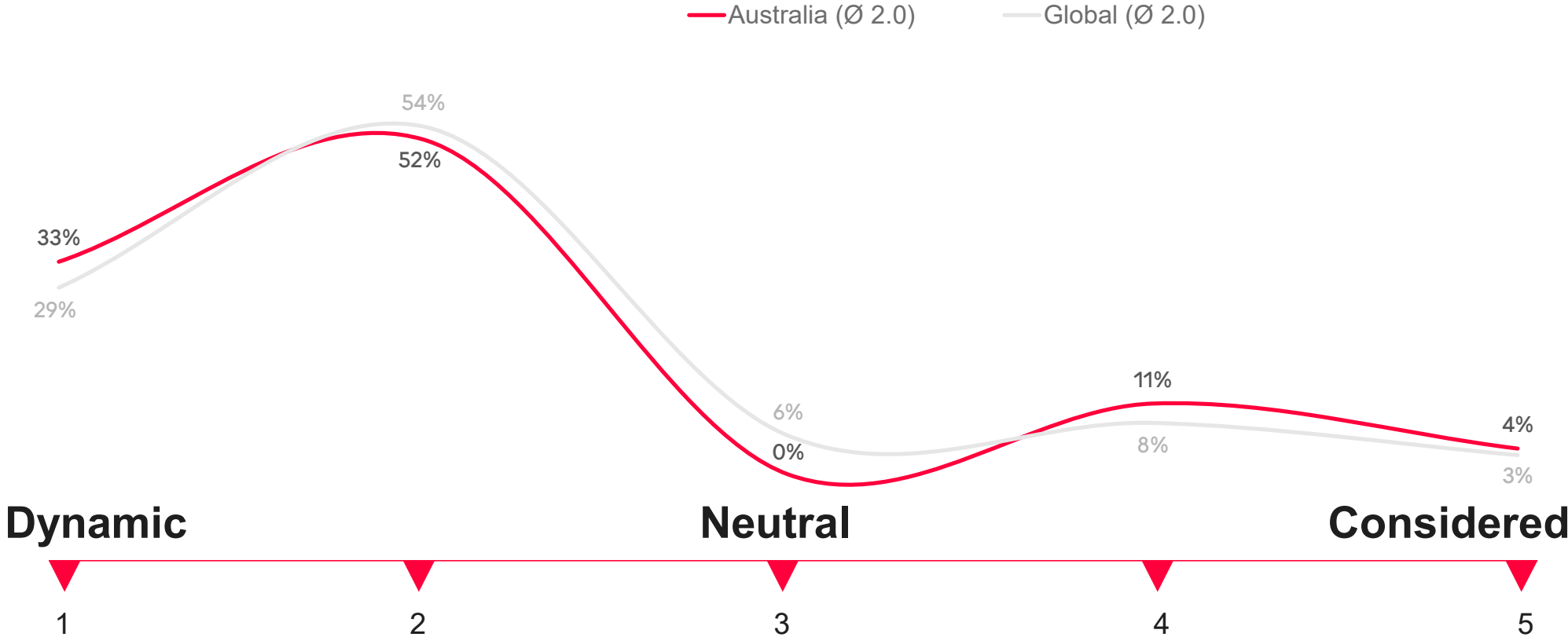
Q: Thinking specifically about the marketing attributes/competencies that a company should excel at, which of these are critical for you in choosing a company to work for. Please rank them from most important (8) to least important (1):



Source: WFA survey amongst 432 marketers across the globe, 31 marketers from Australia; Date: Q3 2020

Dynamic vs. Considered

Q: Thinking specifically about the culture of a marketing organisation you would like to work for, drag your slider closest to the attribute that describes your preferences

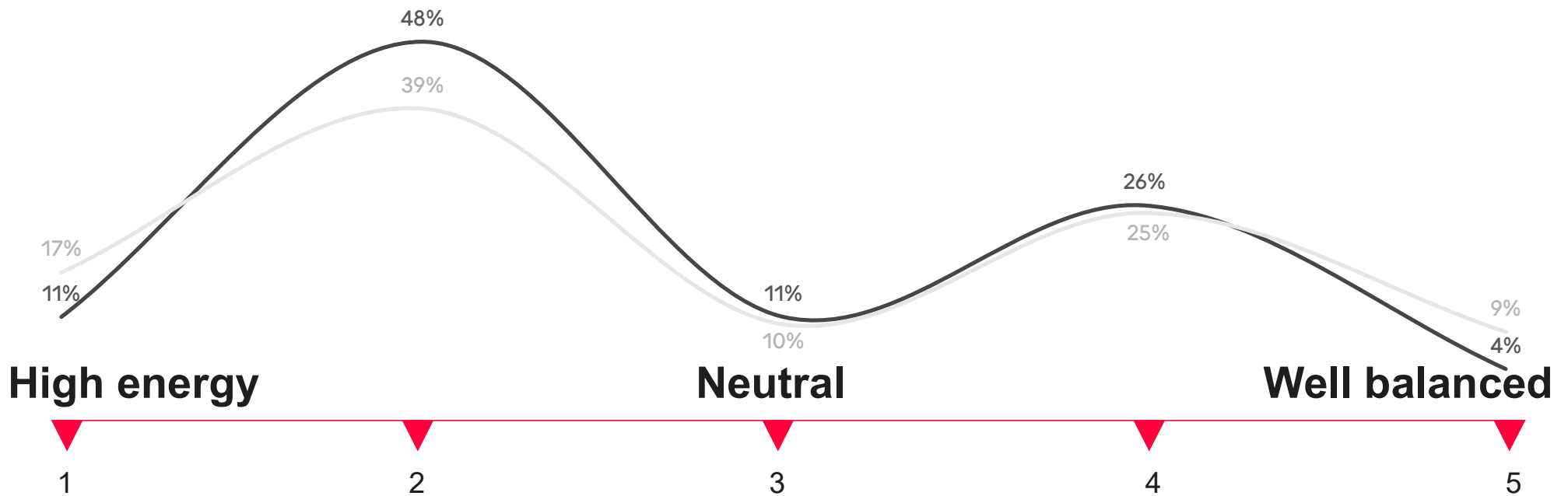


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High energy vs. Well balanced

Q: Thinking specifically about the culture of a marketing organisation you would like to work for, drag your slider closest to the attribute that describes your preferences

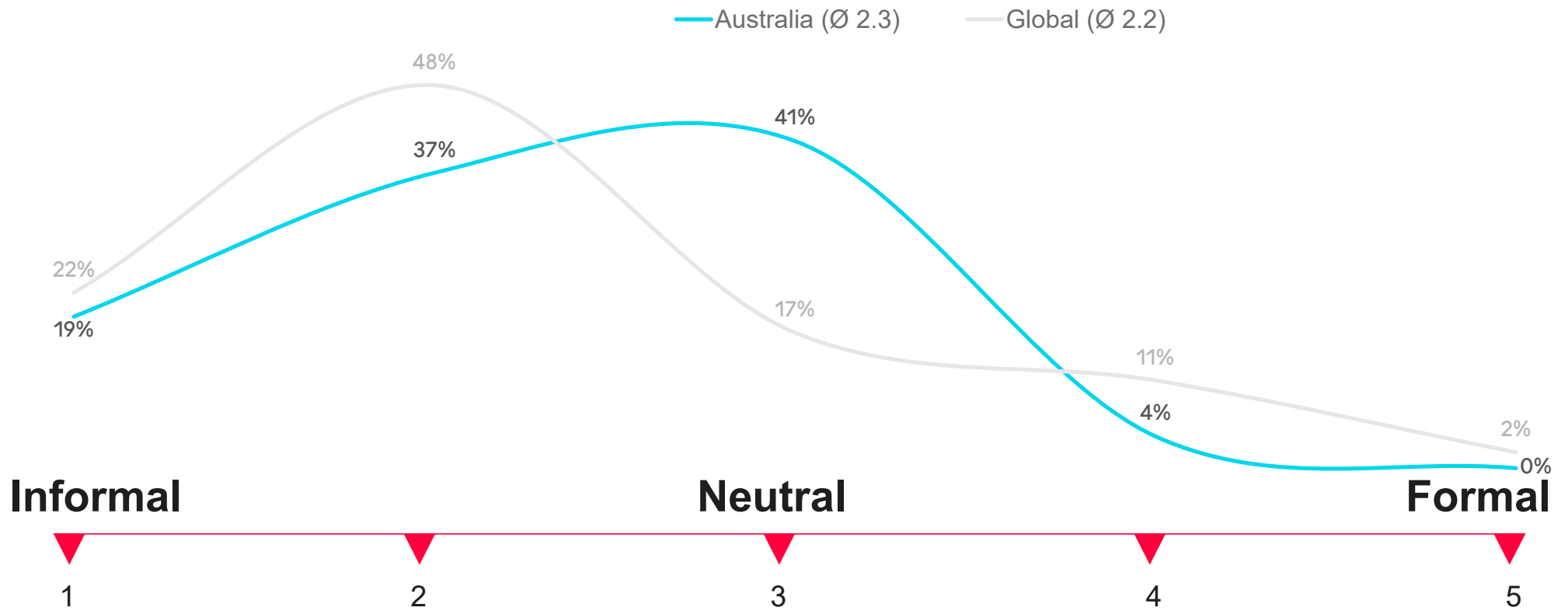
— Australia (Ø 2.6) — Global (Ø 2.7)



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Informal vs. Formal

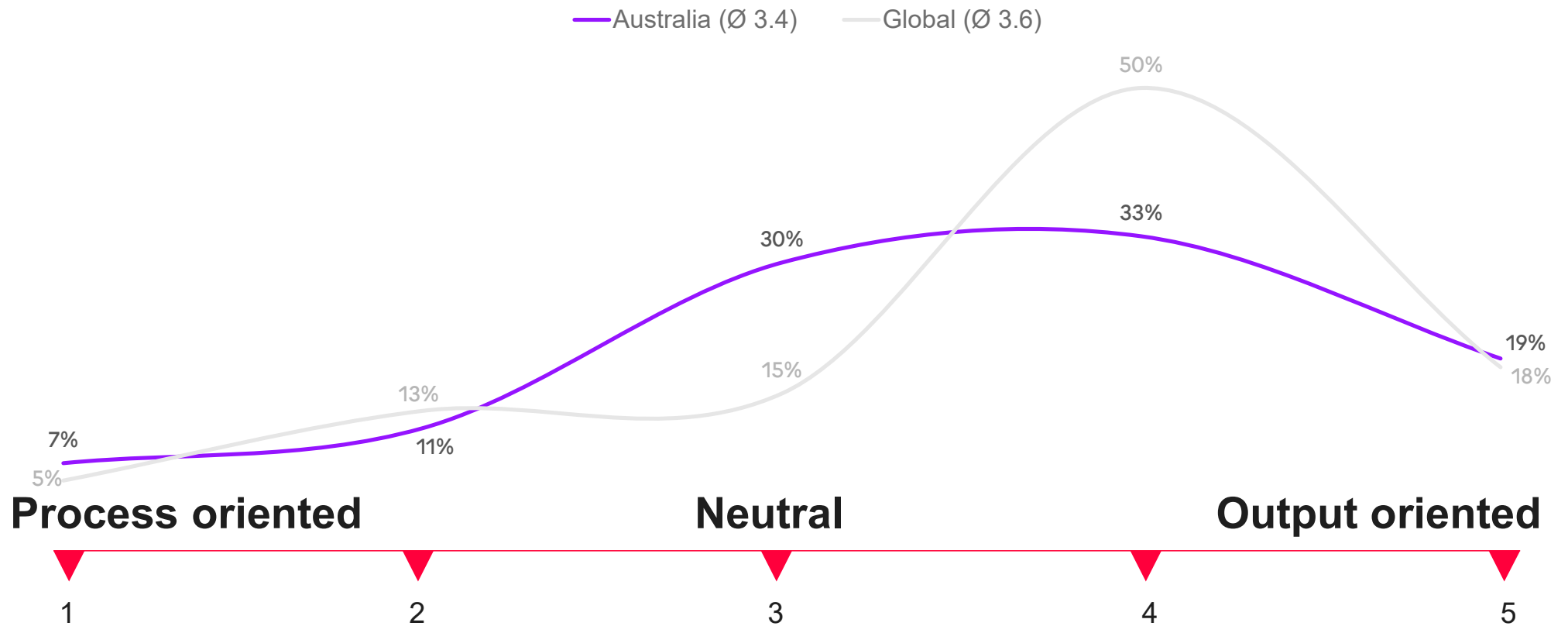
Q: Thinking specifically about the culture of a marketing organisation you would like to work for, drag your slider closest to the attribute that describes your preferences



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Process oriented vs. Output oriented

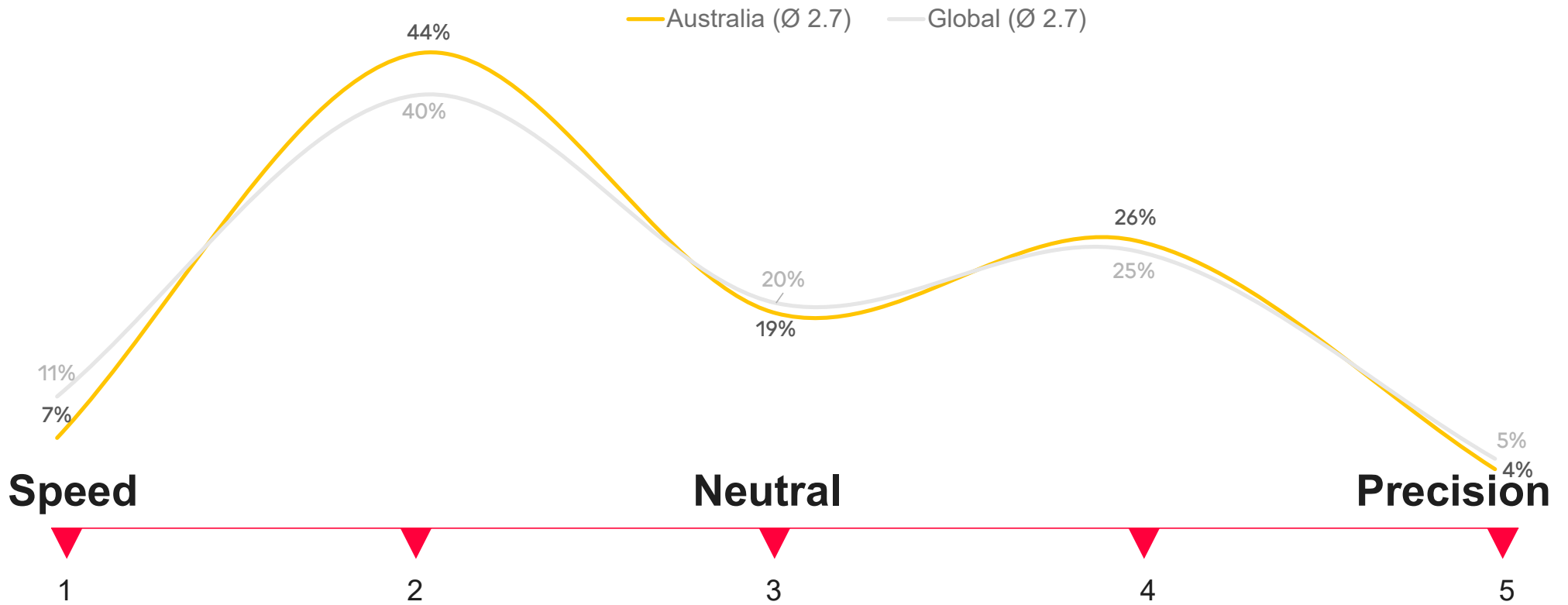
Q: Thinking specifically about the culture of a marketing organisation you would like to work for, drag your slider closest to the attribute that describes your preferences



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Speed vs. Precision

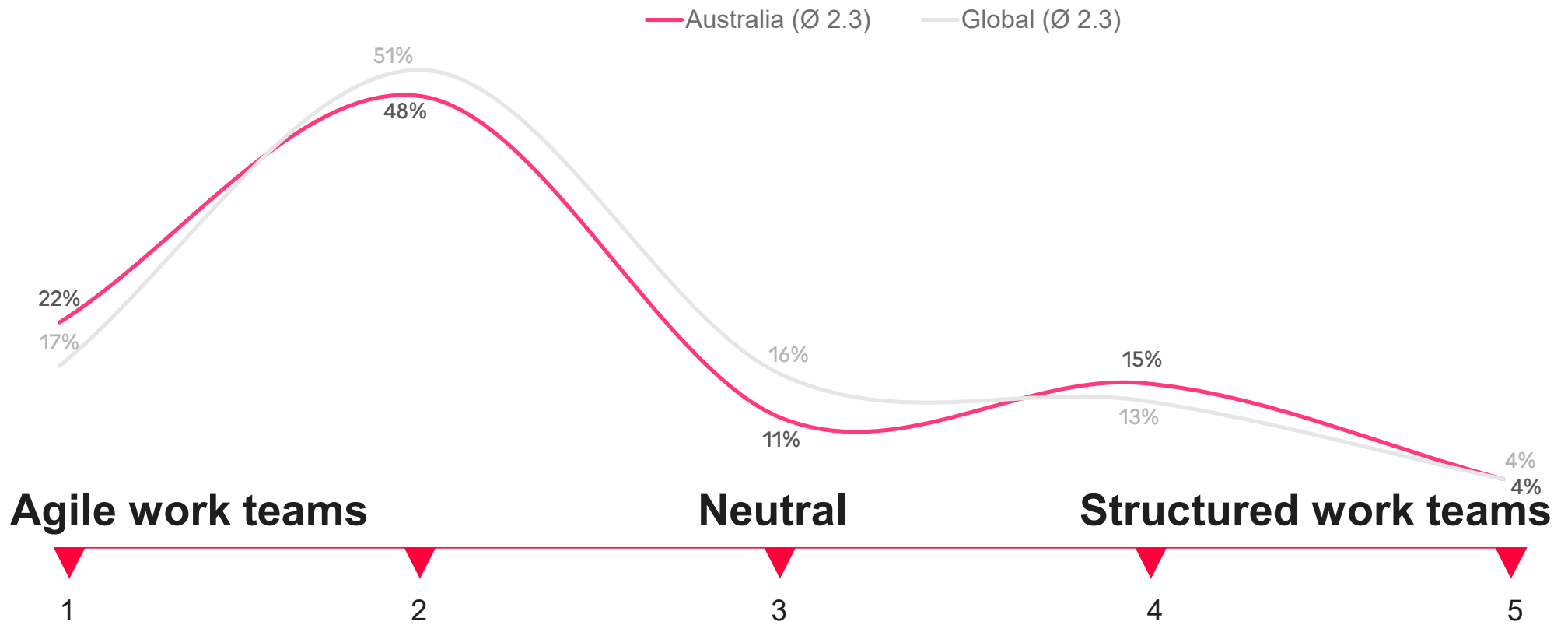
Q: Thinking specifically about the culture of a marketing organisation you would like to work for, drag your slider closest to the attribute that describes your preferences



Source: WFA survey amongst 432 marketers across the globe, 31 marketers from Australia; Date: Q3 2020

Agile vs. Structured work teams

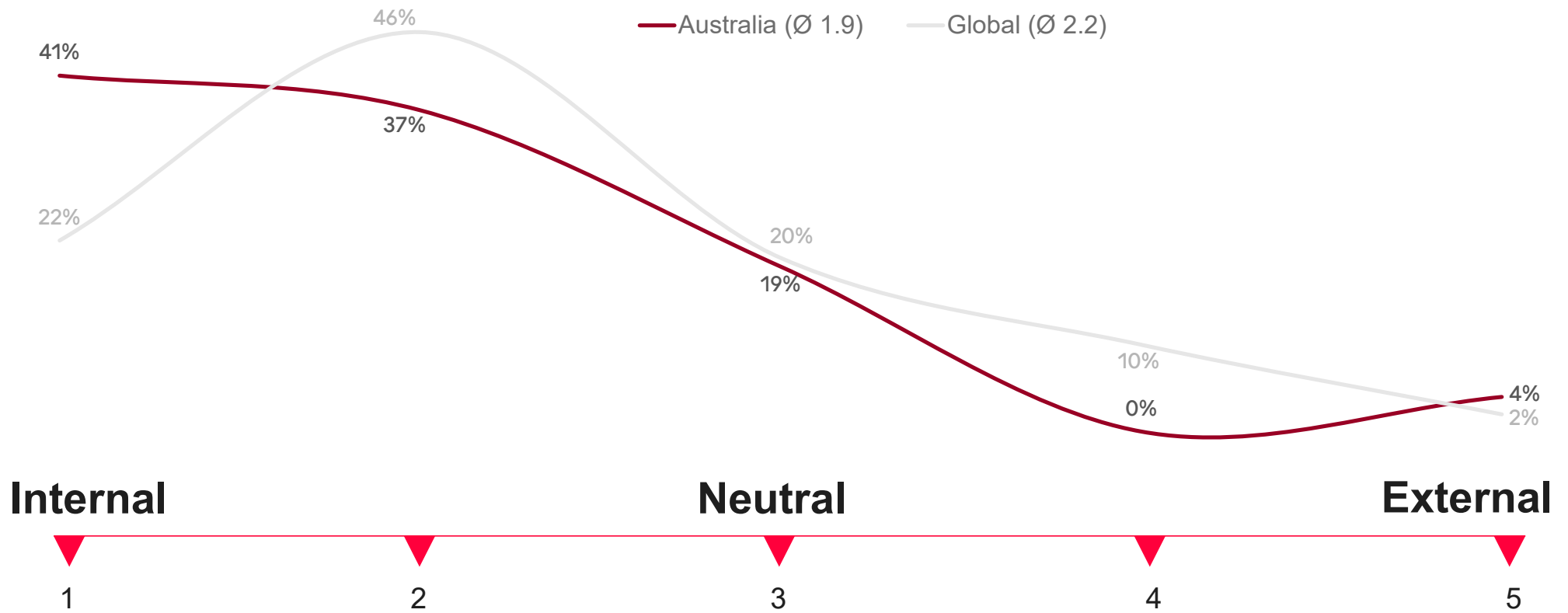
Q: Thinking specifically about the culture of a marketing organisation you would like to work for, drag your slider closest to the attribute that describes your preferences



Source: WFA survey amongst 432 marketers across the globe, 31 marketers from Australia; Date: Q3 2020

Strong internal progression vs. More talent from external

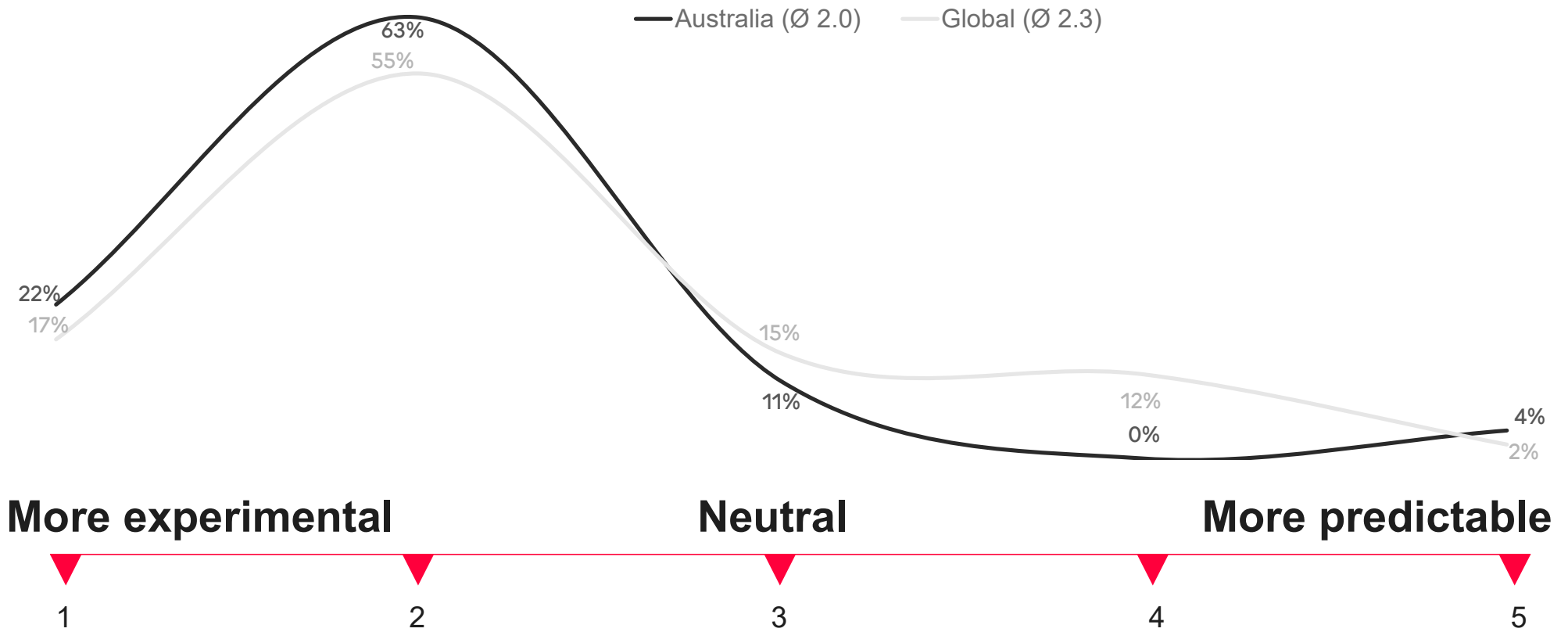
Q: Thinking specifically about the culture of a marketing organisation you would like to work for, drag your slider closest to the attribute that describes your preferences



Source: WFA survey amongst 432 marketers across the globe, 31 marketers from Australia; Date: Q3 2020

More experimental vs. More predictable

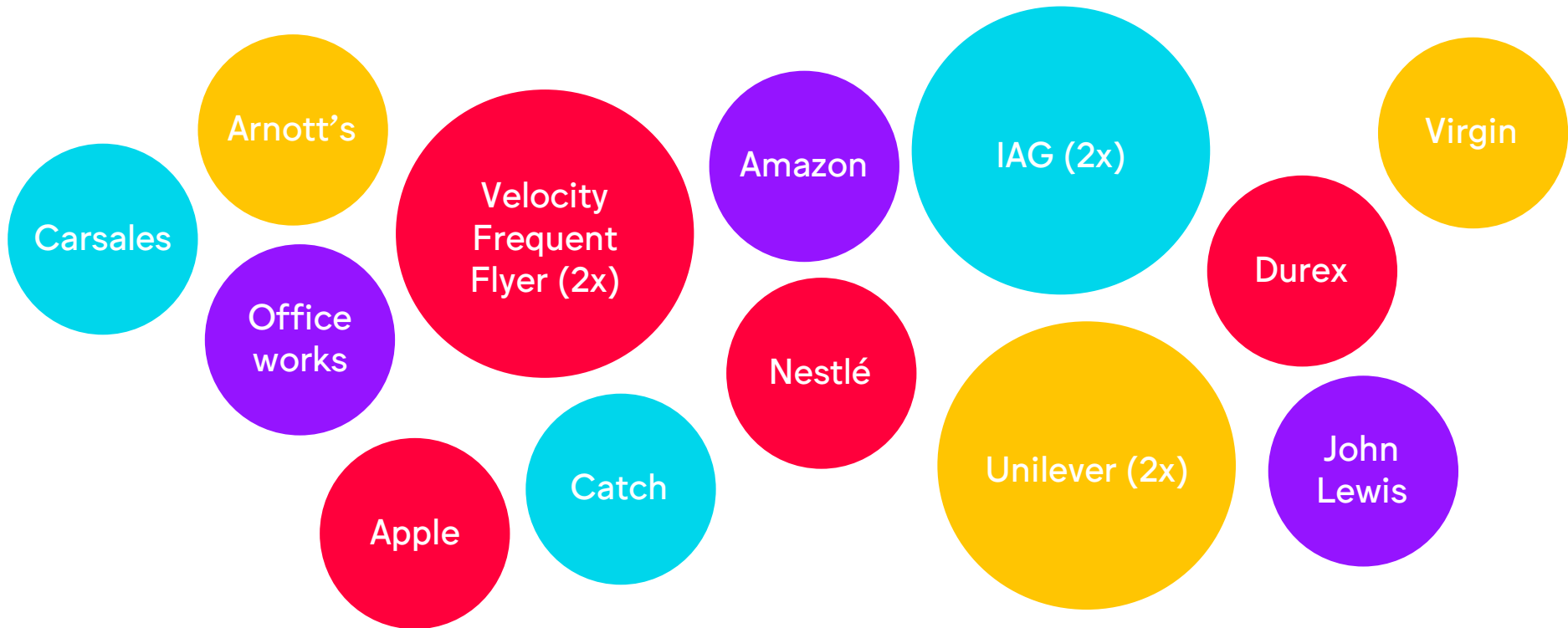
Q: Thinking specifically about the culture of a marketing organisation you would like to work for, drag your slider closest to the attribute that describes your preferences



Source: WFA survey amongst 432 marketers across the globe, 31 marketers from Australia; Date: Q3 2020



Q: In your opinion, which company's marketing team embodies most attributes you prefer?



Source: WFA survey amongst 432 marketers across the globe, 31 marketers from Australia; Date: Q3 2020