

UTS Women's Career Confidence:

Re-employment Pathways Program

Seeking the opportunity for a 'career do-over', or wanting to return to the workplace after a career break?

UTS Futures Academy, in collaboration with the National Careers Institute and our key partners is proud to support 25 women through a re-employment pathway program for aspiring and continuing digital marketers.

Tailored for women who has taken time off from paid employment for carer's leave, the UTS Re-employment Pathways Program connects you with leading academics from the UTS Business School marketing discipline, award-winning digital marketing agencies, seasoned industry experts and career and developmental coaches to guide you through a 7-month journey to provide you with the career know-how, confidence and connections to break (back) into the industry.

To help support your work/life balance, we are proud to be able to provide a [subsidised care allowance](#) for the duration of any on-campus workshops at the UTS Business School.



Your Learning Pathway

Your 7-month journey begins on 11th August 2022, with workshops to commence in September through to February 2023.

Breaks will be provided over NSW school holidays and public holidays.

01

Program Orientation and Networking – 11th August 2022

Welcome to the program! Orientation will be held at the UTS Business School from 10am – 2pm, with morning tea and lunch provided.

02

Future of Work Self-Assessment

Undertake an online Future of Work self-assessment on the skills you possess, and those that can be built upon with coaching from a dedicated UTS developmental coach matched to you.

03

Four Marketing Workshops with UTS Business School Academics

4 hours per workshop from 10am – 2pm

Attend four workshops at the UTS Business School with marketing discipline academics on the best digital marketing management practices.

04

Four virtual 1:1 Developmental Coaching Sessions with UTS Developmental Coaches

1.5 hours per session

Receive personalised guidance and support in developing your Future of Work skills with a dedicated UTS developmental coach over four virtual sessions.

05

Four virtual Practitioner Skills Training Sessions with Industry Partners

3 hours per session

Attend four virtual practitioner skills training sessions with IAB Australia, Indago Digital, Nibble Digital, and In Marketing We Trust for the latest industry training and resources.

06

Four Group Mentoring Sessions with IAB Australia

1.5 hours per session

Attend four intimate group discussions with peak industry body in digital advertising, IAB Australia, for the latest industry knowledge and expertise.

07

Four virtual 1:1 Career Coaching Sessions with Right Management

1 hour per session

Receive personalised career advice, identify your strengths, skills and interests to gain a better understanding of your career options and roles through four virtual career coaching sessions.

08

Graduation and Networking – 10th March 2023

Celebrate your achievements and strengthen your networks at the UTS Business School, with morning tea and lunch provided.



Your Learning Outcomes

Through the program, you will be able to...

Reskilling to help women go back to work while addressing talent shortages and gender diversity gaps in today's rapidly-transforming digital economy is a win-win for our community as well as industry.

Dr Geetanjali Saluja,
Marketing Discipline Group,
UTS Business



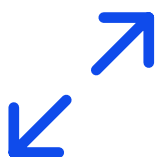
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Upskill/reskill in the field of digital marketing.



Articulate your strengths to become work and market ready.



Grow your awareness and perspective with developmental coaching.



Receive potential employment opportunities with our partners and networks.



Develop connections with industry and network with like-minded women.

All hands on deck!

The Australian digital marketing industry is facing a 10% job vacancy rate and a gender disparity with almost 75% of management and 90% of technical digital marketing roles held by males.

(IAB Australia Digital Advertising Talent Review, 2021).

Our Partners

Right Management

rightmanagement.com.au

Right Management provides people with personalised career advice so they can make informed decisions about their career options, then execute on their plans. Underpinned by the Career Success Model, Right Management excels in teaching people how to build a network of contacts to build market intelligence as well as uncover hidden jobs completely tailored to their objectives and career goals.

IAB Australia

iabaustralia.com.au

IAB Australia is the peak industry body for the digital advertising industry supporting those returning to work to gain skills and employment opportunities in the digital marketing industry where there is currently a significant shortage of skilled labour. IAB Australia will provide the latest industry training and resources, as well as providing opportunities to benefit from advice and networking with a range of digital marketing leaders.

Indago Digital

indagodigital.com.au

Indago Digital is a digital marketing and Google Premier Partner agency that specialises in search. Search marketing is still the best acquisition media out there so that's what they're best at – paid media and search engine optimisation. Indago Digital will be sharing insights into how search can be used to attract new leads, convert them at high rates and outranking competitors.

Nibble Digital

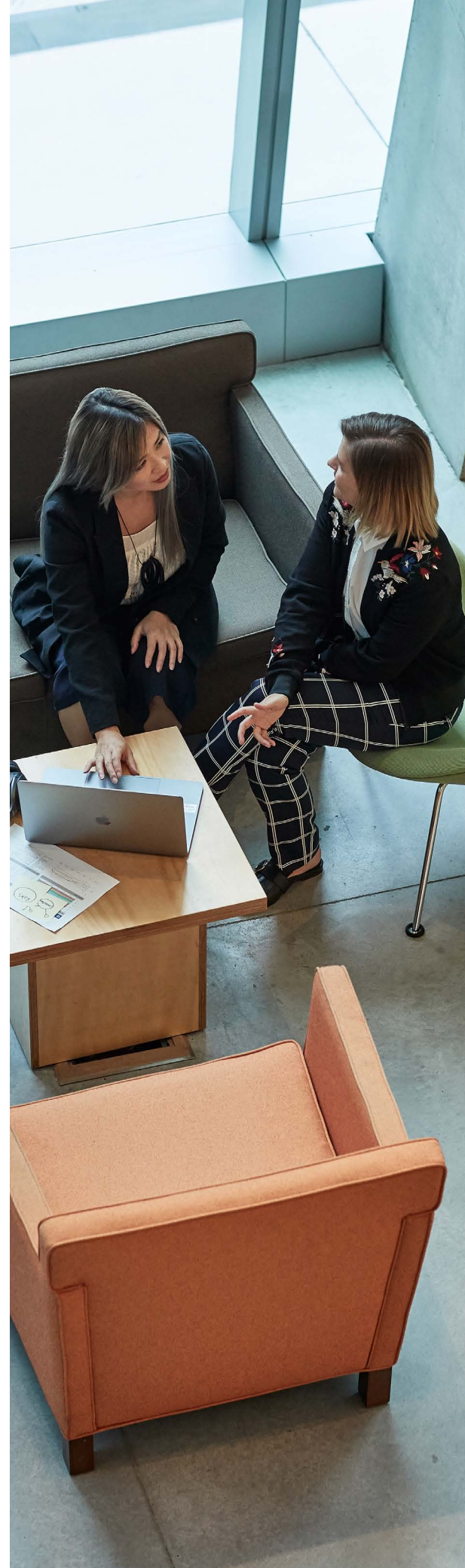
nibbledigital.com.au

Nibble Digital specialises in provide strategic advice for some of Australia's largest brands. Their bespoke approach combines 20+ years of digital experience with transparent, flexible processes designed to provide beautiful online experiences, without the fuss. Nibble Digital will conduct training for women looking to transition into digital marketing roles, using both technical and practical knowledge experience Digital marketing, UX and website design and Digital project management.

In Marketing We Trust

inmarketingwetrust.com.au

In Marketing We Trust is a global digital marketing agency obsessed with finding better ways to improve digital marketing performance. Born from frustration, In Marketing We Trust aims to create a better experience and that's what they have been doing since 2013 providing the access to better skills and experience but also through close collaboration with you and your team.



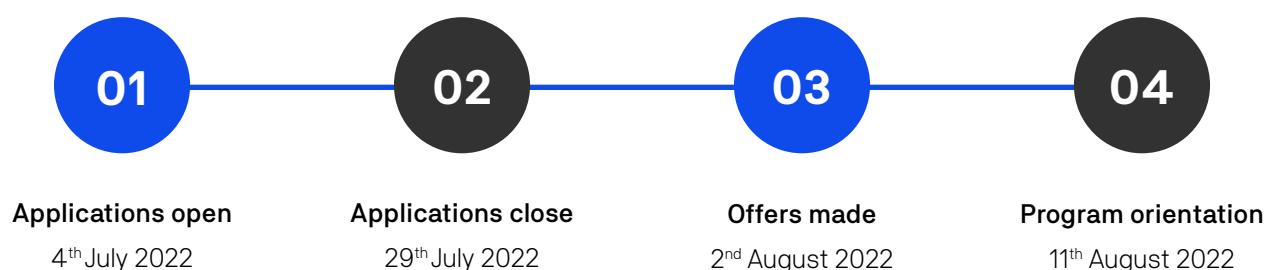
Submit Your Application

The UTS Re-employment Pathways Program will commence in August 2022.

This Program is open to women located anywhere within NSW, who has taken time off from paid employment for caring responsibilities.

Please note: some workshops and networking events will be held on-campus at the UTS Business School and will require travel if you are located regionally. We can help provide a subsidised care allowance for the duration you are on campus.

We invite you to submit your application via
womenscareerconfidence.com.au



Join us at UTS and be a part of this pioneering initiative for women returning to the workforce.

For more information, contact us at
E: utsfuturesacademy@uts.edu.au

