Unilever placement – Online assessment

You are one of the successful candidates for the Unilever Placement Programme and have started your placement 2 months ago. Your line manager asks you to write a post for the Unilever Graduate Blog about your experience so far and your chosen Business Function. In particular, your Line Manager would like you to underline the following points:

* Why did you choose to apply to Unilever specifically?
* Which key activities of your Business function you have most enjoyed being involved in and why?
* Which of your strengths have been most useful for success in your role so far?
* What are your long-term goals, and how does this placement programme fit into them?

3000 characters (500 words)

When I applied to Unilever, I was drawn by the company commitment in sustainability, innovation, and the impact on global brands. Unilever’s mission to make ‘sustainable living commonplace’ really aligns with my personal goals. ~~it’s also making a positive difference through its products and campaigns, an example can be investing deforestation-free supply chains, with 97.5% products verified free of Deforestation~~. I wanted to be a part of a company where I could ~~combine~~ my passion for marketing ~~with~~ a deeper purpose. The opportunity to work for ~~an Iconic brand like~~, Lynx, Dove and Ben & Jerrys excited me, and I knew this would be the perfect place to learn and grow my skills.

Over the past 2 months in the Marketing function, I have enjoyed helping to shape and carry out marketing strategies for Unilever’s Well-known brands. Helping with product launches and digital campaigns. These has allowed me to use my creativity and research on current trends in the market to maximise exposure of the products and increase the chances of a successful product launch. By staying up to date with current trends I have gained a greater understanding on consumer preference, I have been able to help tailor our campaigns to resonate with our target audience.

In my role so far, my strengths in creativity and teamwork have been particularly beneficial. My creativity enables me to develop unique and engaging ideas for product launches and campaigns, helping our efforts stand out in a competitive market. I thrive in brainstorming sessions, where I can share my ideas and collaborate with others to come up with fresh concepts that connect with our target audience and push the limits of traditional marketing strategies. Equally important are my teamwork skills, which has allowed me to thrive in Unilever’s Collaborative culture. Engaging with colleagues from diverse backgrounds and different departments helps discussions and leads to more innovative solutions. I have always encouraged open communication and idea sharing, as I believe that the best solutions come from people’s different perspectives. Collaboration has not only improved our marketing strategies but also created a supportive team environment. Both ~~of these~~ skills have allowed me to make meaningful contribution to projects and achieve impactful results.

My long-term goal is to build a successful career in marketing, ideally within the consumer goods industry or the sports and entertainment industry. Where I can leverage my creativity and teamwork skills to drive impactful campaigns. I inspire to become a manager. Where I can shape marketing strategies and help build a successful team. The placement programme is also a great opportunity to build relationships with professionals whose knowledge and expertise will help support me through my career growth. The exposure in working in a business will bring me challenges and a chance to work on projects which will allow me to use my skills and also gain more knowledge ~~that I can use in the future~~. ~~It’s also a great opportunity to network with professionals and learn from their expertise.~~