

Wanna work

Looking to break into the magazine industry, but not sure how? Eight *Dolly* staffers share their career secrets – as long as you promise not to steal their jobs.

“Made for marketing”

Christine Centerena is an assistant in *Dolly*'s marketing team. She helps create ideas to increase *Dolly*'s public profile and boost circulation of the magazine.

MY BIG BREAK

“After three years at a marketing and event management company, I was ready for a change. A friend in the magazine industry told me about a job at *NW* magazine (which is owned by the same company as *Dolly*). I applied, and after the second interview was asked if I'd be interested in working as an assistant in the Women's Lifestyle Marketing Group on *Dolly* and a few other mags. Two interviews and two weeks later, I had the job.”

5 THINGS YOU NEED FOR A JOB IN MARKETING:

- 1 At least two years' general media and promotions experience.
- 2 The marketing department is hectic; you must be able to juggle a million things at once.
- 3 The ability to deal with pressure and work to deadlines by being organised and efficient.
- 4 Good attention to detail, and the ability to prioritise things.
- 5 You work with many different magazine departments, PR companies and the media, so communication skills and the ability to relate to people is really important.

CHRISTINE:
MARKETING ASSISTANT



at DOLLY?

How 8 staffers landed their jobs

"I get paid to meet celebs"

Kate Whitby is *Dolly's* entertainment editor. Her day involves interviewing stars like Tobey Maguire and going to movie premieres. Jealous?

FROM WORK EXPERIENCE TO WRITER

"While studying journalism at Macleay College, I did work experience at *Dolly* every Friday for about six months. I did all kinds of things, from opening mail to going to interviews. I helped out researching stories and wrote a few small pieces that were published. When my course finished, I filled in when people were on holidays and did more work experience. I was eventually offered a job as editorial assistant. It was a lot of running around, but I was also writing. Eventually I was promoted to staff writer, and after about a year I was promoted to entertainment writer, and then entertainment editor."

KATE'S TOP 4 CELEBRITY MOMENTS

- 1 "Kirsten Dunst was heaps of fun. We gossiped about cute boys and she said she liked my green heels. I saw later that she bought shoes just like them!"
- 2 "Jason Biggs, Chris Klein and Tara Reid were great. I went to the premiere and after-party for *American Pie* and hung out with them all night. Tara Reid told me secret stories about other celebs, like Josh Jackson."
- 3 "I went bowling with Ashton Kutcher at the after-party for the premiere of *Dude, Where's My Car?*"
- 4 "I was flown to the set of *Scooby Doo* where I met Freddie Prinze Jr. He was very honest and open."



KATE:
ENTERTAINMENT EDITOR

"I'm a fashion addict"

Think working in the fashion department means you get to try on clothes all day? Nadene Duncan, *Dolly's* fashion editor, tells what really goes on in the fashion cupboard.

NO, IT'S NOT ALL GLAMOUR

"A regular day in the *Dolly* fashion office involves organising shoot days for the month, seeing new clothing ranges and meeting with photographers and models for upcoming shoots. As fashion editor, I come up with story ideas for the month, put together teams for the fashion stories (including photographers, hair and make-up artists and models) and make sure that we're giving our readers the best fashion available."

HOW I MADE IT HAPPEN

"I started in the magazine world at *Cleo* doing work experience in the fashion office. This involved organising clothing as it came in and helping out with stock returns. I found out there was a fashion assistant's position going at *Dolly* magazine, and I really wanted it. I applied for the position and started work experience at *Dolly* in the fashion office. I got the job and assisted the fashion editor for four years. When she left I got the job as fashion editor. I've been fashion editor for four years and love my job, because I get to work with new people all the time and every day is different."

NADENE:
FASHION EDITOR

