

Assistant Producer role (Account Manager)

AREA OF RESPONSIBILITY:	Client servicing, creative and media analyst briefing
KEY INTERNAL INTERFACES:	Media/analysts, creative, editors
KEY EXTERNAL INTERFACES:	Clients, media agencies, call centres

A bit about DTV

Mission: Our work is to stand in the shoes (or paws) of those that live in an unjust world – our role is to tell their story so their voices are heard.

Working from our London HQ, the DTV Group is independently owned and has been in operation since 2004. Today we work with 30 NGOs and iNGOs - the big and the not so big – in over 25 countries. We also have 3 active commercial clients: the commercial area is subject to significant growth over the next 12-18 months.

Our core business: we are direct marketing fundraisers who help NGOs acquire new donors through direct response television, film and radio. We help to inspire current donors to continue to keep giving. We use film to recruit major donors. We work with media agencies and call centres to help NGOs manage response effectively and get the best deals possible.

In January 2011, we opened our office in Hong Kong to help us provide a better service to our International NGO's who are based in APAC. In April 2013, we opened our own call centre because there is a shortage of good fundraising call centres in the UK who excel at both inbound and outbound.

We have recently opened an office in Australia to provide on-the-ground focus for a large market where we already have clients and a number of very warm prospects.

Oh yes ... and our London offices are 3 converted coal barges on Regent's Canal in between Angel and Old Street.

Where are you now?

Agency – you could be an Account Manager in either a commercial or charity-specific communications agency

Client – perhaps a junior Direct Marketing or Campaign Manager in the fundraising sector with a couple years of experience ... or the commercial sector with fundraising experience

What are we looking for?

Someone who is up for a new challenge.

We are global leaders in what we do because we have our own ways of doing things, a simple but clever business model, a strong sense of business ethics and some very smart people ... and we need more smart folk to support our growth.

We are always on the look-out for those who want to work in our offices in Hong Kong and Australia – so if working abroad excites you, then this could be your best first step.

As importantly as anything else, you want to make a real difference to the world by helping our fundraising activities and helping NGOs find new supporters cost-effectively through TV, film, audio and on-line.

What skills will you need to shine?

You are a **safe pair of hands** who understands that the detail is something that is all important and who is eager to learn everything film related of the direct marketing world.

Project management skills: very important, especially as we work across several clients on different time zones. Ability to drive projects through both the creative, media and call centre departments.

Good communication skills: essential as we work with many suppliers (media agencies/call centres), clients and internally between different departments.

Direct marketing experience: a basic understanding of direct marketing principles; passion, numeracy and enthusiasm for understanding performance of campaigns. There'll be plenty of hands-on training when you get here.

Creative: film and TV adverts are our core outputs so you're the kind of person who wants to learn how to get the best out the creative here.

Fundraising experience – not essential but it would be no bad thing to have an understanding of the sector or empathy with the charity sector.

Key deliverables

The driver of ensuring a campaign is delivered on time and on budget ... no-one likes nasty surprises, least of all our clients.

Stimulating the creative ... learning how to do the detective work to get the creatives enthused and, in time, having the confidence to constructively critique the work

Implicit trust that you're on the case ... that is what our clients should feel about you.

And what will you get out of this?

You will get responsibility from day one, fairly flexible working hours, very generous holidays (DTV Long-weekenders: one Friday per month of your choice off work) and you should have a lot of fun.

It's a great opportunity to be part of not just a fast growing agency in an exciting market, but an agency that is a world leader in fundraising DRTV.

To be part of a Group which is extending its offering both geographically and into the digital space by creating and delivering other types of film and video

If you want to end up working in Hong Kong or Sydney, this is your first stepping stone.

To apply, send your CV and covering letter to jobs@dtvgroup.co.uk

Finally, here are our company values, so you can check they fit with yours:

Charity money is precious:

- Every client cause is important to us, and so is their money. Whatever the cost or investment, we spend it wisely for the best ROI, or we don't spend it at all.

We build great relationships:

- We take time to get to know the individual and what's important to them. Communication, fun, respect, trust, sharing knowledge, shared goals, inspiring one another: these are the foundations of the great relationships we build. Our motto? Be excellent to each other.

Proud to deliver our best work:

- We produce inspirational results by bringing creative ideas, stepping up and getting stuck in, giving best advice and expertise along the way.

It's good business sense to do the right thing:

- At DTV we have strong morals and principles. Treating our people, our clients and the world we live in well makes sense for our business and that's what we do.