

## **Graduate Producer role (Account Executive)**

<b>AREA OF RESPONSIBILITY:</b>	Client servicing, creative and media analyst briefing
<b>KEY INTERNAL INTERFACES:</b>	Media/analysts, creative, editors
<b>KEY EXTERNAL INTERFACES:</b>	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, covering a wide range of causes from animal (Guide Dogs, WAP, Cat’s Protection), to development (Plan Int. UK, UNICEF, UNHCR) to medical (Sightsavers, Alzheimer’s Research, Marie Curie). 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.

We have offices in Hong Kong, Sydney, Seoul and New Delhi - 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 in the UK because there is a shortage of good fundraising call centres who excel at both inbound and outbound.

Oh yes ... and our London offices are 4 converted coal barges on Regent’s Canal in between Angel and Old Street.

### **Where are you now?**

You may be a recent graduate, or in your first job - and are looking for a challenge. Your background will probably show an appetite for marketing and advertising, and you’ll have a passion for wanting to help make the world a better place.

### **What are we looking for?**

Someone who is up for a 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.

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'll become a **safe pair of hands** who understands that the detail is all important, eager to learn everything film related of the direct marketing world.

You'll get solid training and a great grounding in all that we do, and if you can already demonstrate these skills then you'll grow even quicker.

**Project Management skills.** You'll be efficient, organised, articulate, convincing and team-minded, able to think ahead, plan for what's coming up and meet deadlines, providing regular reports & updates.

**Communication skills.** You'll need excellent communication skills to influence people across DTV (creative, media, analysts ...) and externally (your clients) to help bring people together and stay on schedule. You'll need to be flexible and able to deal with a multitude of people, personalities and priorities.

**Direct Marketing experience.** Understanding the basic principles of direct marketing is key. You'll be able to show us that you're numerate and enthusiastic about understanding campaign performance. Of course, we'll train you in the detail and specifics ... we just need you to show us that you have a passion for success and numbers.

**Creative and production.** TV ads and film are our core outputs. You'll be the kind of person who wants to learn how to brief and develop great creative that works.

**Fundraising experience** ... it's not essential, but it would be no bad thing to show that you understand or have empathy with the charity sector.

## **Key deliverables for the job**

Working with the project Producer, you will assist and quickly learn ...

- How to be the driver: ensuring a campaign is delivered on time and on budget ... no-one likes nasty surprises, least of all our clients.
- How best to stimulate the creative development ... 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 great training from day one, and will take responsibility quickly. You'll enjoy fairly flexible working hours, very generous holidays (DTV Long-weekenders: one Friday per month off work) and you should have a lot of fun.

DTV is also a very dog-friendly place to work, visit our Instagram to meet all our furry friends @dogsofdtv

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 may be your first stepping stone.

**To apply, send your CV and covering letter to [jobs@dtvgroup.co.uk](mailto: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.