

Media & Response Analyst

We are a successful creative agency working with a vast range of global charities from Amnesty International to WWF. We work directly with our clients and offer a unique service from campaign planning to creative concepts, script writing, shooting and editing. We produce short and longer form TV commercials and a variety of digital films for our clients, you can find us at dtvgroup.co.uk

We control media and analyses of the campaigns which is where this role would sit. Analysing aspects of campaign performances by TV, call centre and digital.

We are a young and vibrant agency owned and run by the people who started it. Our offices comprise three barges moored at Holborn studios on Regents Canal and a creative department within the main studio complex.

You'll be reporting to Naeem, our Media Manager and will work closely with Jade, our other Media & Response Analyst on our boat 'Lilly'.

Where are you now?

Graduate – recently graduated and looking for your first role as an Analyst?

Agency – you could be a Junior Data planner or a Direct Response Media Analyst?

Client – perhaps a Direct Marketing or Campaign Assistant?

Who are we looking for?

Someone who loves numbers! A fundamental part of DTV turning this sector on its head has been our fixation on ROI, so you need to not just live numbers but dream about them too (ok maybe not *actually* dream but you know what we mean)

You want a new challenge and a role which has plenty of scope ... there will be trips to various European cities (and the odd one to the Far East), working on new global analytics solutions and monitoring the performance of on-line activity.

Just as importantly, 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 knowledge and experience will you have?

- We are looking for someone who wants to start their career in analysis, it's an entry level position. So, any job experience is a bonus, but you'll need to show us examples of being a strong team player who enjoys working with people, working with numbers and deriving insights from datasets
- Engaging presentation style to connect with your audience when you introduce your work to a group, and be persuasive in making sure your recommendations are taken on board
- You don't have to be a statistician, but you do need to understand the basic principles of analysis/statistics, perhaps as part of a Science or Maths degree
- Analytic ability to spot from a dataset where issues and opportunities lie in improving the performance of a campaign

So, what are we expecting you to excel at?

Working from one of our barges on Regents Canal as your base, you'll need to help take clients from small test success phases to cost-effective and sustainable roll out.

This will involve:

- Media briefing and planning with clients
- Data checking and building up a data model
- Using those models to put together analysis to present to clients
- Collaborating and consulting with partner agencies and clients
- TV results analysis
- Call centre performance
- Media agency tender process and selection around the world when clients are entering a new market
- Proactively problem solve using our suite of detailed metrics

What skills will you need to shine?

We'll provide training on the way we do things at DTV, but you'll need to bring your proactive approach and team-minded approach. We don't have loads of team layers, so there is a need for some serious sleeve-rolling at times. Also:

- **Project management skills** - very important, especially as we work across several clients on different time zones. Ability to multitask between different projects and be organised.
- **Good communication skills** – essential as we work with many suppliers (media agencies/call centres), clients and internally between different departments.
- **Fundraising experience** – not essential but it would be good to have an understanding of the sector or empathy to the charity sector.

And what will you get out of this?

- We are focused on productivity not desk time. So, you will get responsibility from day one, fairly flexible working hours, generous holiday allowance and 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 media group which is extending its offering into the digital space by creating and delivering other types of film and video

Find us on Instagram [@dogsofdtv](#) to meet the furrier members of our team