



DIRECT MARKETING LEADERSHIP DEVELOPMENT PROGRAM

Graduating? Don't settle for just any entry-level job. Apply now for a once in a lifetime challenging opportunity to work for 3 premier companies in New York by taking part in the Direct Marketing Leadership Development Program, a unique rotational program that will provide you with an introduction to the world of Direct / Interactive Marketing.

OVERVIEW:

The Direct Marketing Leadership Development Program provides carefully selected, highly qualified applicants with a valuable work experience through a unique combination of settings during a 12-month full-time employment position at \$45,000 annually in New York. This year, Marketing Associates will be placed in roles at the following organizations:

[KRAFT](#)

[GOODMAN&COMPANY](#)

[SCHOLASTIC](#)

Associates will rotate four-month assignments at each company and will have the opportunity to gain unprecedented visibility working alongside some of the industry's most experienced direct / interactive marketing professionals.

Key benefits of participating in the Direct Marketing Leadership Program

- Opportunity to learn about the integration of direct / interactive marketing services and gain a comprehensive knowledge of the field working for top companies and brands
- Ability to see first-hand diverse strategies and tactics for planning, marketing, and implementing programs and services using direct / interactive marketing skills
- Exposure to an array of career options available under the direct / interactive marketing umbrella
- Participation in DMA workshops and conferences (including the Fall 2008 DMA Conference in Las Vegas), networking events, industry VIP lunches and more...
- Depending on rotation, the possibility of domestic or international travel
- Competitive entry-level salary of \$45,000 and benefits package

TO QUALIFY, CANDIDATES MUST MEET THE FOLLOWING CRITERIA:

- Bachelor's degree in Advertising, Business, Communications, Economics, English, Marketing, Psychology, Public Relations or comparable area of study
- Minimum 3.0 GPA
- Prior internship experience necessary
- Demonstrated leadership traits appropriate to the situation; understanding of the role that risk-taking plays in effective leadership

- Self-motivation, attention to detail, focus and ambition
- Marketing strategy development, interactive marketing, direct marketing, or marketing research course work a plus
- Ability to prioritize, juggle multiple projects and meet deadlines, both as an individual contributor and support team member
- Self-confidence and enthusiasm
- Professional demeanor, team spirit, positive attitude
- Effective use of resources to reach goals

Other skills:

- Proficiency in MS Word, Excel, PowerPoint, Access and Outlook
- Strong customer service, organizational, analytical, negotiation, written and verbal communication
- Demonstrated ability to be creative, innovative and problem solve
- HTML, copywriting and basic direct marketing
- Strong Internet skills

JOB RESPONSIBILITIES:



Kraft Foods (NYSE: KFT) is one of the world's largest food and beverage companies, with 2007 revenues of more than \$37 billion. For more than 100 years, Kraft has offered consumers delicious and wholesome foods that fit the way they live. Kraft markets a broad portfolio of iconic brands in more than 150 countries, including nine brands with revenues exceeding \$1 billion: Kraft cheeses, dinners and dressings; Oscar Mayer meats; Philadelphia cream cheese; Maxwell House coffee; Nabisco cookies and crackers and its Oreo brand; Jacobs coffees, Milka chocolates and LU biscuits. Kraft is listed in the Standard & Poor's 100 and 500 indexes. The company is a member of the Dow Jones Sustainability Index and the Ethibel Sustainability Index. For more information, visit the company's web site at www.kraft.com.

Responsibilities:

- √ Business forecasting (including category trends, consumption, production, and inventory management)
- √ Assist in key initiatives (including channel management (website, magazine, email), content development and evaluation of new marketing outlets)
- √ Analyzing business segments, targets or other opportunities and developing appropriate business plans
- √ Conducting analyses of competitive brands
- √ Tracking & analysis of key business measures including volume, payback, marketing metrics and activity

The Assistant Manager in our Consumer Relationship Marketing (CRM) group has a unique opportunity to contribute to a large scale North American project in an industry-leading CRM program. Kraft's CRM program exists to deepen engagement with its most valuable consumers to increase loyalty and drive purchase. This position is part of the team that develops the consumer strategies, programs and tactics executed in print, email and on the web. The ideal candidate will gain a deep understanding of what it takes to deliver impact via offline and online channels as well as strong fundamental consumer marketing skills; gain experience in direct, database and relationship marketing; and will demonstrate a track record of driving for results, handling complexity and strategic leadership. As a member of the Consumer Relationship Marketing team, this person will actively support business initiatives and contribute to its overall success.

If you wish to pursue a position at Kraft in the U.S., you must be a U.S. citizen or national, permanent resident, refugee, asylee, or temporary resident under the legalization program of the Immigration Reform and Control Act of 1986. Kraft is an equal opportunity/affirmative action employer m/f/d/v, and will only contact the most qualified candidates.



Goodman&Company offers clients a broad range of BtoB and BtoC experience and expertise across the major marketing disciplines, including direct and interactive marketing, advertising, brand development and loyalty marketing. Their approach emphasizes innovative methods to delivering measurable results. While the firm focuses on strategic deliverables, the partners and associates also possess years of implementation experience, and focus on generating strategies that are actionable and that support the tactical marketing needs of major U.S. and global companies. For more information, visit www.goodmancompany.com.

Responsibilities:

- √ Develop an acute understanding of our clients' businesses, industries, customers, challenges, opportunities, and key business processes
- √ Work with our team to develop innovative, actionable marketing strategies that help our clients acquire and retain customers more effectively
- √ Be responsible for tasks and deliverables that are integral to a marketing strategy project

Following are some examples of project elements to which the Marketing Associate will contribute significantly:

- Competitive analyses
- Consumer insights generation
- Market analyses
- Customer acquisition/retention strategy development and tactical planning
- Positioning development
- Project deliverables development
- Meeting agendas
- Contact reports
- Interview and work session planning and scheduling

This is an excellent opportunity for someone who is passionate about strategy and marketing.



Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The Company distributes its products and services through a variety of channels, including proprietary school-based book clubs, school-based book fairs, and school-based and direct-to-home continuity programs; retail stores, schools, libraries and television networks; and the Company's Internet site, www.scholastic.com.

Responsibilities:

- √ Coordinate and execute all advertising and direct marketing promotional activities including mail, e-mail, web, telemarketing and print
- √ Manage schedules for implementation of marketing plans, communicate schedules to all relevant parties and ensure dates are met
- √ Work with program managers to understand audience, market and event

- √ Administer list plans for all events, print and e-mail promotions – pull internal lists and orders external lists
- √ Prepare list analysis, response analysis and marketing activity reports
- √ Analyze and evaluate marketing results to ensure financial objectives are met

Marketing assignments might include the following concentration areas: Corporate marketing, data and marketing analytics, database strategies, end-to-end marketing program implementation, international new business development projects, and public relations.

TO APPLY:

Interested candidates should include a cover letter of no more than 500 words that makes a case for your candidacy. Describe why you want to participate in the DMLDP, as well as your interest in Direct / Interactive Marketing. We will only consider applications that include this information.

The deadline for submission is 04/08/2008. Please submit your cover letter and resume as MS Word attachments to: DMLDP@the-dma.org. We offer a competitive salary and benefits package, DM training, terrific perks and extensive networking opportunities.

For more information on the program:

[Direct Marketing Leadership Program](#)

What current Associates in the program are saying:

[Current DMLDP Associates](#)

[ABOUT THE DIRECT MARKETING EDUCATIONAL FOUNDATION](#)

Headquartered in New York City, the Direct Marketing Educational Foundation (DMEF) works to attract, educate, and place top college students by continuously improving the teaching of world-class direct / interactive marketing and, thereby, expanding and enriching the talent pool of trained, market-ready direct marketers. Established in 1966 by members of the Direct Marketing Association (DMA) who wanted to give something back to the community, DMEF is today a separate, 501(c)(3), non-profit corporation that is supported solely by tax-deductible contributions from individuals, companies, and regional clubs and associations.

www.the-dmef.org