

DIRECT MARKETING LEADERSHIP DEVELOPMENT PROGRAM

Program Overview

The Direct Marketing Leadership Development Program (DMLDP) offers qualified applicants the opportunity to acquire valuable work experience during a unique 12-month program in New York City. Associates in the program will receive exceptional training in multichannel direct marketing practices through three assignments—four months at each of the corporate sponsors.

The Program will begin on **July 14, 2008** with a 2-day orientation at the Direct Marketing Association and throughout the year associates will attend training, networking events and other programming:

- Direct Marketing Association's – Direct Marketing Basic Institute workshop
- Annual Conference (DMA08 in Las Vegas)
- New York University's
 - VIP Lunch Dialogues on Online Marketing (monthly guest lectures)
 - Breakfast Dialogue on Direct and Interactive Marketing (panel discussion)
- Networking events
- Presentations at Board and Executive Committee meetings

Benefits and Features

- Placement at three different organizations and the unprecedented opportunity to acquire valuable experience working alongside some of the business' most experienced direct marketing professionals.
- Opportunities to learn about the integration of direct marketing services and gain a comprehensive knowledge of the field.
- Firsthand experience of direct marketing management and operational resources.
- Learn diverse strategies and tactics for planning, marketing, and implementing direct marketing programs and services.
- Interact and build relationships with individuals and organizations in the "world of direct marketing".
- Cross-channel and integrated marketing learning.
- Exposure to the vast variety of potential career options available in the many disciplines under the direct marketing umbrella.

Eligibility Requirements

- 1. Graduates with a Bachelor's degree in Advertising, Business, Communications, Economics, English, Marketing, Psychology, Public Relations or comparable area of study.
- 2. Minimum 3.0 grade point average.
- 3. Program is not open to applicants with immediate family members employed at the sponsoring companies or at the following companies:
 - Direct Marketing Association
 - Direct Marketing Educational Foundation

Application Procedures

All applicants must submit the following:

- 1. Cover Letter
 - Letter of self-introduction, no more than 500 words, that makes a case for your candidacy. The letter should give your reasons for wanting to participate in the DMLDP and your interest in the Direct Marketing field.
- 2. Resume
 - In addition to outlining your educational background, work experience (including description of your duties), volunteer work, and/or honors and awards, your resume should make note of any course work that is relevant to the DMLDP. Include prior internships and any special skills or experience you may have (computer-related experience, foreign languages, etc.)

Please submit your cover letter and resume as MS Word attachments to: dmldp@the-dma.org.

Applicants selected for interviews will be required to submit the following:

- Job Application
 - Please download and complete.
- Transcript
 - An official transcript is required.
- Letters of Recommendation
 - Please provide one academic and one professional letter of recommendation.

Applicants are responsible for their own travel to and from New York City for interviews.

ADDITIONAL INFORMATION. If you have any questions, please email us at dmldp@the-dma.org.