



DIRECT MARKETING LEADERSHIP DEVELOPMENT PROGRAM

JOB DESCRIPTION

This is an outstanding entry-level Direct Marketing role with successful companies in New York City starting July 2007.

OVERVIEW:

The Direct Marketing Leadership Development Program offers qualified applicants the opportunity to acquire valuable work experience through a unique combination of settings during a 12-month program in New York City. Associates will be placed in roles at four different organizations, rotating three-month assignments at Goodman&Company, Harte-Hanks, Scholastic and Wunderman. Each candidate will have the opportunity to acquire valuable experience working alongside some of the profession's most experienced direct marketing professionals. Associates will interact with clients and obtain firsthand experience of direct marketing management and operational resources. Participants in the program will gain exposure to the vast variety of potential career options available in the many disciplines under the direct marketing umbrella. The program provides a unique perspective that will impact future career decisions.

QUALIFICATIONS:

- Bachelor's degree in Advertising, Business, Communications, Economics, English, Marketing, Psychology, Public Relations or comparable area of study.
- Marketing strategy development, interactive marketing, direct marketing, or marketing research course work.
- Demonstrates leadership traits appropriate to the situation; understands the role that risk-taking plays in effective leadership.
- Self-motivated, detail-oriented, focused and ambitious.
- Excels in creative and innovative thinking and problem solving.
- Projects self-confidence and enthusiasm.
- Professional demeanor, team player, positive attitude.
- Ability to prioritize, juggle multiple projects and meet deadlines, both as an individual contributor and support team member.
- Uses resources effectively and efficiently to reach goals.
- Excellent customer service, organizational, analytical, negotiation, written and verbal communication skills.
- Prior internship experience necessary.
- Proficiency in MS Word, Excel, PowerPoint, Access and Outlook.
- HTML, copywriting and basic direct marketing skills.
- Strong Internet skills.
- Depending on rotation, national or international travel may be required.

RESPONSIBILITIES:

Marketing Associate – Goodman&Company

The Marketing Associate will develop an acute understanding of our clients' businesses, industries, customers, challenges, opportunities, and key business processes. The Marketing Associate will work with our team to develop innovative, actionable marketing strategies that help our clients acquire and retain customers more effectively. This is an excellent opportunity for someone who is passionate about strategy and marketing.

The Marketing Associate will 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:

- Consumer insights generation
- Competitive analyses
- 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

Benefits of working at Goodman&Company

- Exposure to senior clients
- Mission-critical marketing strategy projects
- Work directly with senior partners with long-term marketing experience
- Cross-channel and integrated marketing learning
- Ability to contribute directly to high-visibility (C-level) client projects
- Potential domestic and/or international travel
- Personal flexibility

Marketing Associate – Harte-Hanks, Inc.

1. Coordinates and executes all advertising and direct marketing promotional activities including mail, e-mail, web, telemarketing and print. (25%)
 - Manages schedules for implementation of marketing plans, communicates schedules to all relevant parties and ensures dates are met.
 - Works with program managers to understand audience, market and event.
2. Administers list plans for all event, print and e-mail promotions – pull internal lists and orders external lists. (25%)
 - Prepares list analysis, response analysis and marketing activity reports.
 - Analyzes and evaluates marketing results to ensure financial objectives are met.
3. Marketing assignments to include the following concentration areas: Corporate Marketing, Data & Marketing Analytics, Database Strategies, End-to-End Marketing Program Implementation, International New Business Development Projects, and Public Relations. (50%)

Marketing Associate – Scholastic

1. Coordinates and executes all advertising and direct marketing promotional activities including mail, e-mail, web, telemarketing and print. (25%)
 - Manages schedules for implementation of marketing plans, communicates schedules to all relevant parties and ensures dates are met.
 - Works with program managers to understand audience, market and event.
2. Administers list plans for all event, print and e-mail promotions – pull internal lists and orders external lists. (25%)
 - Prepares list analysis, response analysis and marketing activity reports.
 - Analyzes and evaluates marketing results to ensure financial objectives are met.

3. Marketing assignments to include the following concentration areas: Corporate Marketing, Data & Marketing Analytics, Database Strategies, End-to-End Marketing Program Implementation, International New Business Development Projects, and Public Relations. (50%)

New Business Coordinator - Wunderman

The Business Development Department is responsible for merchandising the agency's capabilities and experience to attract new clients. It also manages and coordinates the pitch process within the agency to secure new accounts. The New Business Coordinator plays important roles in all three areas of the business development process – prospecting, RFP and pitch.

1. *Prospecting (25%)*

- Tracks and reports business, marketing and advertising activity of key prospects and industries such as healthcare, retail, technology and financial services for trends and key indicators that may represent new business opportunities for the agency. Sources include business publications such as The Wall Street Journal, The New York Times, BusinessWeek and Fortune as well as advertising trade journals such as AdAge and Adweek.
- Maintains and updates database of prospective clients including contact information, agency relationships, contact history and future activities.
- Manages direct marketing initiatives to prospective clients including letters and e-mail.
- Works with New Business Associate to maintain case study.
- Opens new job numbers as opportunities are identified with prospective clients.
- Maintains status reports and updates the new business tracker on a weekly basis.

2. *Request for Proposal (RFP) (25%)*

- Maintains library of RFP responses and frequently asked questions.
- Manages administrative function with new RFPs including opening jobs, faxing Non-Disclosure agreements, etc.
- Works with New Business Associate to fill in standard RFP questions and determine what new content is necessary.
- Works with New Business Associate to package, execute and deliver RFPs based on client and agency specifications.

3. *Pitch (50%) - Works with New Business Associate to manage the pitch process:*

- Researching prospect's company, industry and competitive set
- Writing pitch briefs
- Creating and managing pitch schedule.
- Tracking and managing strategic and creative deliverables.
- Documenting and routing notes from internal meetings.
- Ensuring presentation deliverables and all associated materials and technologies are completed and secured.

We offer a competitive salary and benefits package, DM training, terrific perks and extensive networking opportunities.

Interested candidates, please 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 Marketing. We will only consider applications that include this information. Please submit your cover letter and resume as MS Word attachments to: DMLDP@the-dma.org.