

Development Executive

Job Description

About the Job

The Development Executive is tasked with designing, scheduling, marketing and managing the delivery of all ITF training (both scheduled and tailored) in London and around the UK.

The job is a full time post and is based in central London.

Management and Reporting

The Development Executive will report to the Fund Director and work closely with the Training Director and ITF Co-ordinator.

Key Responsibilities

Training Delivery

- Plan, design and schedule new and existing training
- Oversee booking processes to track sales, customer feedback and diversity monitoring - working with ITF Co-ordinator
- Constantly review training portfolio in consultation with the ITF Advisory Group
- Monitor current UK industry training provision, avoiding duplication and filling gaps
- Liaise with existing trainers and introduce new practitioner experts as course leaders
- Meet and maintain contact with member companies to devise and deliver in.indie tailored training (working with Training Director who will lead in this area)
- Develop and maintain relationships with partner organisations like Pact, Skillset, Media Academies, regional/national media agencies, C4 and the BBC Academy to run courses out of London and negotiate joint funding agreements
- Ensure that diversity issues (cultural/disabilities/geographical) are considered across ITF training services
- Devise, stage and promote special events e.g. ITF Open Forum networking debates and master classes (working with Training Director who will lead in this area)

Marketing

- Market courses and ITF brand in collaboration with the rest of the ITF team
- Devise and produce marketing materials for all training delivery (working with trainers) e.g. ITF's monthly e-bulletin
- Oversee the training provision section of the website and ITF blog
- Contribute to on-going website and CRM development
- Recruit new ITF member companies (working with the Fund Director who will lead in this area and also with the Training Director)

Management

- Co-ordinate ITF Advisory Group meetings and liaising with members to ensure courses are relevant and introduce new ones
- Produce reports for ITF Board
- Support the ITF Co-ordinator as required e.g. sending out course information to enquirers and delegates, preparing training room and materials, and providing support for tutors

Person Specification

Essential:

- Substantial network TV production experience, preferably across a variety of genres
- Competence with word processing, spreadsheet and e-mail packages
- Client liaison experience

- Enthusiasm for and commitment to TV and digital media production
- Diplomacy
- Marketing aptitude
- Flexibility and adaptability
- Excellent people skills, in person and on the telephone
- Excellent written and oral communication
- Team player who enjoys making things work
- Strong organisational skills and the ability to be pro-active
- Good numeracy
- Ability to schedule and prioritise own work

Desirable:

- Experience of training delivery, preferably in the media
- Familiarity with social media and its effective use to promote our ITF products
- Experience of budgetary management
- Knowledge of the current audio-visual sector skills landscape
- Good understanding of social media
- Familiarity with CRM software and website CMS system/s

- Writing and journalistic skills
- Confidence in learning computer packages
- Real-world business awareness
- Sense of humour