



EMPLOYER PROFILE

Organisation Name: DBS – Web | Print | Telecoms

Address: 53 High Street
Navenby
LN5 0DZ

Website: www.dbs-uk.co.uk

Nature of Business:

Marketing and Advertising company incorporating three elements:

- Web development and Internet Marketing for Lincolnshire businesses (pay per click advertising).
- Print advertising handling all Yellow Pages, BT Phonebook and Thomson Directory advertising.
- Telecoms – An OFCOM licenced telecoms reseller providing 0800, 0844, 0845 and local virtual phone numbers for over 470 UK towns and cities.

Number of Employees:

8 in total, including directors and four Lincoln graduates (2 internet marketers, 1 web developer and 1 telecoms)

Benefits of working for the company:

- It is a small company and so is able to adapt quickly to the market and clients demands.
- The company has 23 different income streams so anyone that works for DBS can get the chance to learn all of the aspects of the business.
- The company will certainly expand as it grows meaning that there will be increased opportunities for development.

Employment Opportunities/ Roles within company:

The main roles within the company at present are in two main areas, they are:

- [internet marketing](#)
- [web design & development](#)
- [telecoms - marketing 0800 phone numbers and the DBS 0845 service](#)

However, there will be more opportunities and roles developed as the business grows.

Graduate Opportunities:

As above, at the moment the main roles are mainly IT based – Web/ Internet development.

There may be more graduate posts developing on the telecoms side of the business which will be very customer facing, guiding customers through the process, customer care and cross selling.

Voluntary/ Work Experience Opportunities:

Has not traditionally taken on any students/ graduates in this type of voluntary/ work experience role. The company did used to take on school work experience but would be happy to and sees the value in recruiting a student or graduate in this capacity.

Experience and Perceptions of Graduates:

- ‘Little commercial awareness – this could potentially be tackled by work experience and voluntary work.’
- ‘Students need to be more creative while they are studying at university and start to think commercially during their studies. If they earn their keep while at university by taking on a part time job then they will be adding value to their experience and will stand out more on applications.’
- ‘My recent experience of recruiting graduates is that it can be hard to shake off the student mentality – timekeeping is a major concern in this area.’
- ‘Students need to ensure that when they apply for jobs they thoroughly research the company they are applying to. At the interview stage always ask challenging questions of the employer, this is something that in my experience, makes the student stand out. I like to be challenged and this is certainly one way to impress me at interview.’

Date of visit: 15/04/09