

AUDIO	VISUAL
<p>[Narrator speaks in an enthusiastic and friendly tone] [Intro music]</p>	<p>[Company logo]</p>
<p>Attention all junior finance professionals! enthusiasts! Are you looking to join a dynamic, and fast-growing global logistics company? Well, look no further! DDP Logistics is seeking a Junior Finance Officer to join our team in Jacksonville, Florida.</p>	<p>Person typing on laptop, responds to VO by nodding their head, smiling</p>
<p>As a Junior Finance Officer, you'll be a valuable member of our finance team, where your responsibilities will include basic accounting, data entry, reconciliations, data verifications, and variance analysis. Plus, you'll need to be proficient in Excel, Salesforce, and PowerBI!</p> <p>The ideal candidate for this role is highly skilled in basic accounting, data entry, reconciliations, data verifications, and variance analysis, proficient in Excel, Salesforce and PowerBI, and is extremely detail oriented.</p>	<p>[Cut to images of a finance department at work, data entry, reconciliations, etc.]</p> <p>Instead of showing people in a work setting, simply focus on the skills(short icon for each)</p> <p>End with a clever visual reflecting the "detail oriented" idea – maybe an animation showing a few numbers, and a cursor moving a decimal point one spot over</p>
<p>We're looking for someone who's good with computers and has strong attention to detail.</p>	<p>[Cut to a shot of someone using a computer]</p>
<p>In return for your hard work, DDP Logistics offers a competitive salary, health insurance, annual bonus, pension plan, and a gym membership! Plus, you'll receive access to regular training and mentorship will be provided to help you grow on the job—and succeed in your career, long term.</p>	<p>[Images of benefits such as a gym, training room, mentorship etc.]</p> <p>First shot: close up of employee in front of monitor: above his head, icons representing the benefits pop up</p> <p>Then zoom out and a boss figure walks over, puts hand on back of chair, chats to employee</p>
<p>[Outro music]</p> <p>So, what are you waiting for? Take the first step in your finance career and apply now! Simply visit our website [INSERT WEB LINK HERE] or email [INSERT EMAIL ADDRESS HERE] for more information. Join the DDP Logistics team and make your finance dreams a reality!</p> <p>Visit www.ddplogistics.com/jobs or email jobs@ddplogistics.com to apply today!</p>	<p>[Company logo]</p> <p>Employee standing next to bulletin board with web and email info</p>

Enthusiast is the wrong term here - makes it sound like finance is a hobby. "Professionals" is better and adding "junior" helps focus the targeting.

Unless this is a remote role, where in Florida should be mentioned here.

Since we already covered computer skills and requirements of the role, highlighting "good with computers" here feels both redundant and too general.

Cut this for two reasons. We can't assume this is the candidate's first job. Could be someone's second job, or the preferred job of a more experienced veteran. Also, in ChatGPT's ending, there are a few too many calls to action.

Starting the video by showing a person who is responding to the VO content draws in the audience better than a logo.

Adding a small, unexpected detail like makes this point more memorable

These visual ideas are very general. Part of creating a strong video is to be specific and selective in your visual choices.

We chose an animation here that features a proxy for the applicant and shows the emotional aspect of a mentoring relationship, which would be especially important for someone in a junior position.