

# MEDIA BRIDGE

## MEDIA BUYER

### JOB DESCRIPTION

Media Bridge Advertising is looking for a Media Buyer to join our Media Team. Benefits include not only health insurance and 401(k), but also quarterly profit-sharing and a travel program that lets YOU select your business destination. Plus, instead of sitting in a Dilbertian cubicle, you get to work in our cool North Loop office in Minneapolis and enjoy all the free espresso and LaCroix you want—or grab a workout in our in-house gym.

What we're looking for is an experienced media buyer, preferably with an agency background. Daily obligations will include a wide breadth of media functions across multiple channels and markets. The right candidate will be eager to collaborate with the Director of Media, VP of Marketing and Director of Business Development. This is a full-time position with immediate and meaningful responsibilities, autonomy and growth opportunity. RE. Because this position will be so important to our agency's growth, we're seeking a dedicated person who can help with our multi-channel media buying needs, as well as evaluate new ideas and strategies

### "Culture Fit" We're Looking for at Media Bridge

We have a fun and vibrant culture that allows you to be you. We believe in equality, diversity and generally being good people who "do the right thing." We're a no-excuses, results-driven group who also likes to have fun. In this professional-yet-relaxed environment, we want employees who enjoy what they do and where they work, and who constantly strive to help us grow by helping our clients grow.

Our office is mostly Rated R, so if you're looking for a PC environment, MediaBridge Advertising is not for you. We don't work regular hours, there's lots of after-hours texting and emails, and our clients love us because we're accessible at all times. The office is out a lot, so if you're looking for a "team environment," this may not be the gig for you. Many of us are out closing deals, working deals or making deals happen...so self-motivators run the joint. No micro-managing here – who has time for that? We are looking for people that want to get the job done, because that's the right thing to do for our clients, and not because some upcoming performance evaluation or task management system says so. Must love dogs, LaCroix and snacks!

### SKILLS & REQUIREMENTS WE'RE LOOKING FOR IN A MEDIA BUYER

- Seek out, purchase and negotiate smart and creative media space across
- traditional marketing channels for Media Bridge Advertising clients.
- Identify target audiences.
- Monitor active buys.
- Conduct post analyses and execute make-goods.
- Monitor and optimize the effectiveness of campaigns.
- Build and maintain new and current relationships with media companies.
- Negotiate rates with media to obtain most competitive prices.
- Find a combination of media that will create the most efficient plan for budgets.
- Verbal, written and interpersonal skills to work effectively with clients, vendors and team members.
- Specialized in TV and radio buying.
- Ability to work on your own, with confidence, speed and little management.



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### PREFERRED SKILL and KNOWLEDGE

- Strong negotiation skills is a 100% must – you must enjoy haggling over nickels and dimes!
- Extensive knowledge of Strata
- Direct response experience preferred.
- An advanced and thorough knowledge of media planning and buying principles and practices.

Media Bridge has been named to the Inc. 5000 list of fastest-growing privately held companies in America three years in a row by embracing our philosophy of Media the Way It Should Be™. That means aggressively negotiating top-notch media value for our clients through a process of unprecedented accountability, transparency and integrity. A surge in new business has opened up this new opportunity, and we're looking for the right fit in several ways.

Founded in 2010, Minneapolis-based Media Bridge Advertising has a diverse client roster that includes Inspire Medical Systems Inc., It's Just Lunch, Renters Warehouse, Kris Lindahl Real Estate, Louisiana-Pacific Corporation, Gutter Helmet, CRAVE Restaurants, 612-Brew, CPR Cell Phone Repair, Secondhand Hounds and numerous others. We're a tight team of smart, competitive, hard-working, fun and entrepreneurial marketing pros who specialize in getting clients more bang for their media buck. Most of all, we wake up every morning knowing that if our clients don't grow, we don't grow.

**How to apply:** Email your resume to [jessica@mediabridgeadvertising.com](mailto:jessica@mediabridgeadvertising.com)

