

MEDIA BRIDGE

MARKETING COORDINATOR

JOB DESCRIPTION

Media Bridge Advertising is looking for a Marketing Coordinator 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 Marketing Coordinator. Daily obligations will include working with the Marketing Team to assist in supporting Account Executives with strategy, reporting, marketing efforts and data analytics. Because this position will be so important to the accuracy of our clients campaigns and the transparency we promise partners, we're seeking a dedicated person who can help with these important responsibilities, 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.

SKILLS & REQUIREMENTS WE'RE LOOKING FOR IN A MARKETING COORDINATOR

- Experience with traditional advertising, campaign strategy, data analytics, marketing tactics, and willingness and ability to negotiate and work with clients
- The ability to put together campaign proposals, points of view, and reporting documents for clients and new business opportunities
- The ability to work independently and thrive with aggressive deadlines
- Strong attention to detail and dedication to organization
- Inter departmental project management
- Eagerness to learn new things, including, softwares, processes, and media channels

PREFERRED SKILL and KNOWLEDGE

- Knowledge of Google Analytics, Google Data Studios, Google Slides, Google Sheets and Excel is strongly preferred.
- The ability to use analytics as well as creativity to solve problems.
- Some knowledge/experience in Google Ads

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.



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How to apply: Email your resume to mary@mediabridgeadvertising.com

