

MEDIA BRIDGE

BRAND PLANNER

JOB DESCRIPTION

Media Bridge Advertising is looking for a full-time Brand Planner to join our marketing team. The brand planner is responsible for partnering closely with the Brand Managers and internal teams to help shape strategy on client accounts. This individual should understand their client's business context, their competitive position, and their consumer target audience(s), executing research, creating trend reports, and writing inspiring creative briefs.

Founded in 2010, Minneapolis-based Media Bridge Advertising has a diverse client roster that includes Inspire Medical Systems Inc., It's Just Lunch, Louisiana-Pacific Corporation, Gutter Helmet, SPIRE Credit Union, Allina Health, Secondhand Hounds and numerous others. We're a tight team of smart, competitive, hard-working, fun and entrepreneurial marketing pros. Most of all, we wake up every morning knowing that if our clients don't grow, we don't grow.

Media Bridge has been named to the Inc. 5000 list of fastest-growing privately held companies in America for six years 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.

"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 is focused on inspiring growth both internally and externally, personally and professionally. This is a high paced environment, but with a team who enjoy what they do and where they work, and who constantly strive to lead with heart.

JOB REQUIREMENTS:

- Comfort with tools such as brand architecture, consumer segmentation, etc.
- Ability to begin identifying which tools are needed at different points in the strategy development process.
- Develops inspiring creative briefs based on a deep knowledge of the client's business, competitive landscape, cultural environment and target consumer.
- Inspires integrated teams with kickoff presentations that bring the brand, the consumer and the strategy into sharp relief, crystallizing what we are doing and why.
- Provides ongoing inspiration to integrated teams throughout the creative development process.
- Develops strong, collaborative partnerships with integrated internal teams including creative, media, marketing, paid social and analytics, to ensure cohesive cross-channel strategy from start to finish.
- Demonstrates a clear understanding of client businesses and begins to proactively identify opportunities.

- Leads development and execution of all primary and secondary research projects, everything from setting objectives, to developing the questions that need to be answered, to partnering with research providers, to developing and presenting the final client deliverable.
- Creates target audience profiles in data analytic tools, bringing the audiences to life in interesting ways for multiple stakeholders.
- Excellent communication (verbal/written)/presentation skills.
- Superior organizational and time-management skills.
- Ability to handle multiple tasks and prioritize in a fast-paced and dynamic work environment.
- Proficiency in MS Office, comfortability with project management tools (ASANA), and Google Workspace.

To help promote and ensure the safety of all of our employees and the communities we serve, we require all incoming employees to be fully vaccinated against the coronavirus. If hired for this position, you will be required to provide proof of vaccination, which will be kept confidential. If you are not vaccinated, or partially vaccinated currently, but willing to become fully vaccinated, we invite you to still apply.

Media Bridge Advertising is committed to providing a safe and inclusive work environment for all and we recognize that some individuals may have a sincerely held religious belief as it pertains to the practice of immunization or a medical disability which may prevent them from becoming vaccinated. Individuals who cannot be fully vaccinated due to a sincere religious belief or medical may request an accommodation. We request that you refrain from discussing religious beliefs or medical conditions during the interview process. If you believe you need an accommodation, you will have an opportunity to submit your request during the interview process. All requests for accommodation will remain confidential and reviewed by selected individuals within the HR department. We cannot guarantee that all requests for accommodation will be granted.

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