

MEDIA BRIDGE

SENIOR BRAND MANAGER

JOB DESCRIPTION

Media Bridge is seeking a Senior Brand Manager to join our team. The Senior Brand Manager will build and maintain client relationships, oversee client accounts, monitor client budgets, create detailed integrated marketing plans to hit predetermined client KPIs, work and communicate across departments, and work inbound leads at the agency. While the ideal candidate will likely have a media/sales background, Media Bridge is not a sales organization. The ideal applicant will be able to pivot from a sales mindset to a solutions based approach to marketing.

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 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.

“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:

- 10+ years of experience in media and/or advertising.
- Proven experience as an Account Executive (agency or media side), knowledge of market research, sales and negotiating principles.
- Capable of driving revenue, while doing what's right for both the client and the company.
- Knowledge of market research, sales and negotiating principles.
- Thorough knowledge and expertise in different media channels and their benefits.
- Ability to create and execute integrated marketing solutions for clients.
- Lead client account reviews and remain closely connected with clients to understand and meet their needs.
- Ability to effectively collaborate and communicate across departments at the agency.
- Excellent communication (verbal/written)/presentation skills.
- Superior organizational, project management 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.



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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

