

MEDIA BRIDGE

CREATIVE DIRECTOR

Half the ego, all the talent

JOB DESCRIPTION

Media Bridge is seeking a Creative Director to join our team.

The creative team at Media Bridge is like no other; driven by the department's three core values: 1) constant student of the craft 2) transparent cost, inherent value and 3) size doesn't matter. This director role at Media Bridge will guide all creative projects and is responsible for the overall quality of work produced by the creative department that includes multidisciplinary designers, editors, producers and writers. This role is part chameleon, part rock, meaning you must be both flexible and solid at the same time. While some creative directors take a more managerial approach, our creative director needs to be comfortable working both in the business and on the business.

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, 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 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.

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 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.

JOB SKILLS & REQUIREMENTS

- Ability to manage the creative process from concept to completion for budgets and clients of all sizes. (pro-bono to 6-figure projects)
- Expertise translating marketing objectives into clear creative briefs and turn project goals and strategy into creative solutions
- Experience building project scopes, budgets, pitches and creative collateral
- Commitment to work closely with multidisciplinary project teams
- Leadership experience to direct the creative team in both the graphic design and production studio departments
- Confidence to be client-facing. Personal touch and personality are critical and go a long way.
- Competence to ensure visual communication and brand standards are met
- Prowess to oversee client pitches and proposals
- Professionalism to review work, troubleshoot and provide feedback to creative teams
- Connections to actively participate in hiring and training creative staff, including contract talent for specific projects locally and nationally.
- Collaboration expertise to work with internal teams questions and needs
- Ability to coordinate shoots with assistance from the Creative Project Manager and Editor



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- Experience searching, researching and responding to RFPs

Leadership Requirements

- Experience leading weekly team meetings (we operate on EOS, The Entrepreneurial Operating System)
- Oversee profitability, deliverables, timelines and budgets
- Ability to meet regularly with CMO and CFO to discuss department budgets, goals and expectations
- Help team identify, discuss and solve issues (with clients, with each other, with you, anything)
- Talent development skills to cultivate the career development of the creative team
- Delegation willingness and awareness

Technical Requirements

- Adobe Creative Suite proficiency
- Comfortable navigating the Google Suite
- Proficient using project management tools (we use ASANA)
- Knowledge of video production techniques and best practices

Must Haves

Half the ego - The team comes first and that mentality trickles out to how we work with clients. Media Bridge creative is all about relationships: with the client, with the creative team, with the agency as a whole and with the idea. Speaking of clients, if your phone rings and it's a client, there's a good chance it's just to catch up and shoot the breeze.

Listening Skills - We're looking for someone who doesn't have to flip a switch to be a good listener and leader, but just is. As creative director, you'll spend a lot of time ideating with clients and the internal team. As listener-in-chief, you'll take the client's concerns, pain points, wildest dreams and goals, sponge them into your brain and bring your team the info to problem solve around. You'll work with our team of smart, talented creatives to bring strategy-based ideas to life, play devil's advocate and team advocate, keep projects on track and on-budget, be the one who takes responsibility if things go off course and hand credit off to the creatives when things go well. A good creative director doesn't die on the hill of an idea, but trusts their team, listens and adapts.

Duality - It is critical that the creative director at Media Bridge is as equally capable of leading the graphic design team as they are the video team. This person must have graphic design skills and be able to jump into the design trenches if needed to help lead and grow the designers. Also, there must be a strong level of expertise directing both large and small video projects, commercial and docustyle, long format and short format, animation and internal corporate videos.

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.



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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

