

# MEDIA BRIDGE

## SENIOR MARKETING STRATEGIST

### JOB DESCRIPTION

Media Bridge is seeking a Senior Marketing Strategist to join our team. The Senior Marketing Strategist will play a vital role in helping the team grow and maintain client accounts. The Senior Marketing Strategist will help oversee day to day internal communication on-behalf of the client, attend client meetings, work with cross-department project managers and senior leadership, monitor client budgets, and work within MB's research tools (Commspoint, MRI/Simmons etc.) to help build informed marketing decisions.

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.

### "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:

- 5+ years of experience in media and/or advertising.
- Proven experience in strategy/planning (agency or media side), and knowledge of market research.
- Thorough knowledge and expertise in different media channels and their benefits.
- 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.

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



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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](mailto:mary@mediabridgeadvertising.com)

