

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.

Benefits include not only health insurance and a matching 401(k), but also quarterly profit-sharing and a travel program that lets YOU select your business destination. You can also take advantage of the “MB Perks” program offering an annual \$500 donation to your charity of choice and \$500 productivity perk (home office needs, technology, or a fun gadget). 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.

“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 that 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 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.

Media Bridge is a multi-year winner of the Inc. 5000 list of fastest-growing privately held companies in America and we credit our success to our philosophy of Media the Way It Should Be™. This means we are a team that is growing and winning personally and professionally. We are living our best lives while continuously improving team health scores and the satisfaction of our clients and partners. The entire company embraces the mindset that *the best marketing strategy is: to care.*

Founded in 2010, Minneapolis-based Media Bridge Advertising has a diverse client roster that includes Inspire Medical Systems Inc., It's Just Lunch, Minnesota Twins, Renters Warehouse, Allina, SPIRE Credit Union, Louisiana-Pacific Corporation, Gutter Helmet, Morris Automotive, Secondhand Hounds and numerous others. We're a tight team of smart, competitive, hard-working, fun, and entrepreneurial marketing pros who live and breathe our core values: Lead with Heart, Do The Right Thing, No Excuses-Just Results and Raise The Bar.

Join us today. Apply at jobs@mediabridgeadvertising.com

