

MEDIA BRIDGE

Director of Digital Media

JOB DESCRIPTION

Media Bridge Advertising is looking for a Director of Digital Media to join our fast-growing team. At Media Bridge, we believe that media is media, whether it's digital or traditional. We promote the importance of integrated marketing campaigns and are now bringing that mindset in-house combining our digital and traditional media teams into one powerhouse department.

As the Director of Digital Media at Media Bridge, you will lead the agency's strategic digital capabilities, specifically focusing on how our clients can advance their digital marketing efforts. You will help assess clients' digital marketing maturity and help point their trajectory on an achievable path to outrun their competition and accomplish their business goals. You will need to be confident in helping to define business problems and opportunities and establish a go-to-market plan delivered at the right time, to the right audience, while leveraging the right platforms and data to execute a successful campaign. You should be an expert in data analytics and insights to create a compelling story that is rooted in business outcomes. This role goes beyond just defining tactics and communications, you must also be experienced in managing people, processes, and platforms to set your team and digital marketing plans up for success. This role will be the strategic lead on all accounts across the agency and will be relied upon to use both qualitative and quantitative research to determine overall strategies, answer questions, prove or disprove hypotheses, and mine insights.

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 cubicle, you get to work in our cool North Loop office in Minneapolis, walk to all the local restaurants, retail, and coffee shops—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 equity, 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.

RESPONSIBILITIES:

- Lead and manage a team of paid media strategists.
- Lead the development and implementation of digital marketing strategies, including social media, email marketing, display ads, search engine marketing/pay-per-click (SEM/PPC), and other programmatic initiatives
- Build and maintain brand presence across multiple social media channels
- Strategize, create, execute, and monitor digital marketing campaign budgets
- Collaborate with traditional media team and marketing sales teams to improve efficiencies of integrated campaigns and achieve marketing results
- Measure key performance metrics, including website traffic, audience engagement, service quotas, bounce rate, and ad spend return on investment
- Lead innovation of new digital media tactics and tools and train others on them
- Coordinate with the digital marketing team to identify innovative growth strategies
- Prepare reports on the performance of marketing campaigns
- Use advanced analytics software to identify customer touchpoints and assess end-to-end customer experience across diverse digital channels
- Demonstrate a clear understanding of CRM programs
- Proficient in UX design with knowledge of how to lead the consumer experience/journey and measure key metrics like: success, error, abandonment and completion rates



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REQUIRED SKILL and KNOWLEDGE

- 8+ years experience in digital marketing
- Working experience with website analytics, social media platforms, and digital advertising best practices
- Excellent written and oral communication skills
- Knowledge of the latest digital marketing trends and technologies
- Strong analytical thinking skills
- Excellent leadership skills and the ability to work as part of a team

PREFERRED QUALIFICATIONS

- Advanced Google Analytics Certification
- Google Ads Search Certification
- HubSpot Content Marketing Certification
- HubSpot Social Media Certification
- LinkedIn Digital Marketing Certification
- Facebook Blueprint Certification
- YouTube Certification
- PCM Digital Marketing Certification
- IAB Digital Media Sales Certification
- Bachelor's degree in Marketing, Journalism, or related field

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, Morrie's 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

