

DIRECTOR OF DIGITAL MARKETING

Media Bridge Advertising is looking for a Director of Digital Marketing to join our Digital and Social Marketing Team. Benefits include not only health insurance and 401(k), but also quarterly profit-sharing, flexible hours and a travel program that lets YOU select your business destination. Plus 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.

What we're looking for is an experienced digital and marketing expert with extensive experience in social media. Daily obligations will include leading the team of talented social/digital media specialists and managers along with Media Bridge clients. This Director will be a part of the Leadership Team and have full autonomy to make decisions and run the department in order to help achieve client and company goals. Because this position will be so important to our agency's growth, we're seeking a dedicated person who has leadership experience to lead this incredible team, as well as evaluate new ideas and strategies.

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.

Skills & Requirements We're Looking for in a Director of Digital Marketing

- Experience working with and leading social media coordinators/specialists on campaign execution, creative ideas and new business development
- A media background or degree with 3+ years' experience across all social channels
- Expert in current benchmark trends and deep knowledge in each platforms' unique algorithms and audience preferences
- Experience in creating, executing and analyzing social media campaigns with emphasis on delivering against client goals and desired ROI



- Expert in designing and implementing social media strategies including content calendar creation, original copy, photos, videos and relevant news/earned media, posting and monitoring
- Ability to collaborate with other teams such as traditional media, creative and finance
- Capacity to communicate with followers, respond to inquiries in a timely manner and maintain an “always on” professional social media community on behalf of clients
- Expert knowledge of reporting and analytic tools to audit, monitor and generate monthly recaps for clients
- Skilled client facing, comfortable with client communication including building and delivering presentations, meetings and client events
- Expert in both organic and paid social media activation including boosting, sponsored posts, retargeting, video, lookalike targeting, etc.
- Proficient in Adobe Creative Suite

Preferred Skills & Knowledge

- Experience in social media management and leadership
- Excellent copywriting skills
- Familiarity with web design and development
- Understanding of EOS Traction
- Knowledge is PPC/Google AdWords
- Agency experience

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, CRAVE Restaurants, 612-Brew, CPR Cell Phone Repair, 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.

How to Apply

Please send an email outlining your history and qualifications to:
jobs@mediabridgeadvertising.com

