



## QUESTIONS TO ASK YOURSELF

Are you humble, hungry and smart? Do you have a strong work ethic? Are you looking for the opportunity to join a fast growth company with unlimited potential? Are you looking for an employer who wants to help you grow personally and professionally with a significant financial upside when you deliver exceptional business results?

If you answered yes to those questions, then we should chat.

## RESPONSIBILITIES

As an account associate, you will wear many hats and be a critical team member in delivering measurable results for our clients. You'll be partnering with and supporting the Client Services Team to ensure the long-term success and growth of our clients. You will be managing the day-to-day responsibilities of specific accounts while supporting other accounts as needed. Our next team member will be an exceptional project manager (detail oriented/organized) and communicator. You will be called upon to remember intricate details and will often be the one with the most up-to-date status. You'll be heavily involved in all the marketing services we offer our clients.

If you can check your ego at the door, actively participate as part of a team, bring energy to the office each day and are looking for a career—not a job—then we would like to hear from you.

- Support the day-to-day interactions with your assigned accounts
- Understand annual client plans and business objectives including KPIs and growth goals
- Gain a deep understanding of our clients' businesses and their business models
- Work to understand the jobs that need to be done on each account and the challenges and opportunities for the client/brands
- Support growth goals within accounts and collaborate with internal teams to ensure campaign success
- Drive account-level strategies and manage deadlines to deliver growth
- Create and manage client and project documents including campaign briefs, timelines, and reporting
- Help develop client presentations with insightful campaign results and recap
- Prepare for client calls to effectively present the services and solutions delivered based on the client's needs and objectives
- Participate in ongoing strategy, client planning and client calls
- Develop a detailed understanding of digital, traditional, and direct marketing tactics
- Work firsthand with internal leadership to enhance the company's product offering and the ongoing development of Viden Marketing's value chain
- Participate in new business meetings and project management of onboarding new clients
- Provide thought leadership and critical thinking to continuously improve our overall marketing strategy

## REQUIREMENTS & QUALIFICATIONS

- Cultural fit (equally if not more important than technical skill)
- Service our clients with a WONDERFUL experience—always remembering that without clients we don't exist

- Strong work ethic
- Curious and motivated by growth (for our clients, for our company and for yourself—in that order)
- Driven by producing measurable results and wanting to stand out for excellent work
- Career driven, not job driven
- Competitive and like to win (for our clients, for our company and for yourself—in that order)
- Ability to look at priorities in the business and act without being told what to do
- Proven ability to manage multiple projects at a time while paying strict attention to detail
- Excellent organizational skills
- Exceptional written, oral and presentation skills
- Proven history and track record of success
- Account associate will have 1-3 years of hands-on relevant professional experience including client/account management, project management, digital marketing or traditional marketing experience
- BA/BS in a related field (business, advertising, marketing, design or public relations preferred)
- Other skills: excellent computer skills, budget management, project management, PowerPoint/Google Slides, Excel, time management
- Must be able to work in person in our Minneapolis based office (494 and France Avenue)

The benefits awaiting you include:

- Competitive salary
- Generous bonus program
- Company subsidized health insurance plan
- Retirement plan with company match
- Company provided life insurance
- Profit sharing program
- Generous PTO plus paid company holidays
- Free parking (494 & France Avenue)
- Working with a large variety of clients from multiple industries
- Experience working within a fast-paced marketing agency setting
- Skyrocketing potential for learning, growth, and upward mobility
- Company sponsored happy hours

## HOW TO APPLY

- Email a resume and reasons why you feel you are uniquely qualified to [Careers@VidenMarketing.com](mailto:Careers@VidenMarketing.com).

## COMPANY OVERVIEW

Viden is a data-driven marketing and media buying agency focused on creating customer acquisition and direct marketing campaigns for our clients. We work closely with advertisers and media outlets across the country to help our clients acquire new customers and generate new revenue streams. If you enjoy a fast-paced environment where you can go home at the end of the day feeling like your job matters, Viden is the place for you.

