



## QUESTIONS TO ASK YOURSELF

Are you humble, driven, and sharp? Do you bring strong work ethic and accountability to everything you do? Are you excited about joining a fast-growing company with unlimited potential for growth? Do you want to work for an employer who invests in your personal and professional development, with significant financial rewards for delivering outstanding business results?

If this sounds like you, then we should chat.

## RESPONSIBILITIES

Viden Marketing is seeking a dynamic professional to plan and execute offline media buying, focusing on TV, radio, and print. The ideal candidate will be excited about expanding our broadcast media offerings and shaping client media strategies. As the fastest-growing segment of our business, this role presents significant opportunities for both professional development and financial reward. If you're eager to contribute to a rapidly growing team and play a pivotal role in Viden's future success, we encourage you to keep reading and consider applying.

As a media buyer, you'll be involved in the entire media buying process, from initial planning to final execution, for a segment of the overall buy or a portfolio of client accounts.

- **Media Strategy and Planning**
  - Collaborate with our Planning & Analytics Team to research and develop efficient media plans that will deliver ROI and results for our clients.
  - Stay up to date on media trends and platforms in the ever-changing media landscape to provide insights and opportunities to clients.
  - Seek out unique opportunities (e.g., fire sales, packages, etc.) for clients.
  - Provide ongoing campaign optimization against client goals and budgets.
- **Media Buying and Negotiation**
  - Compare and negotiate rates with networks and stations to deliver the most efficient media buys.
  - Execute the buy and manage the media reconciliation process.
  - Manage the traffic process, ensuring that the correct spots are airing on each media outlet.
- **Relationship Management**
  - Build trust and foster long-term relationships through consistent communication with networks, stations, and publications.
  - Work closely with the account team to provide insights into media availability and performance.
  - Plan and conduct periodic market trips to visit key media partners in person.
- **Data Management & Reporting**
  - Enter, organize, and manage orders and airings data.

- Use internal databases (CRM, buying) to manage contact information and enter notes regarding the status of relationship for each media contact.
- **Internal Support**
  - Work with the account and finance teams to approve invoices and ensure media spend is reconciled correctly.
  - Help build and enhance media capabilities and internal processes to increase efficiency and effectiveness.

## QUALIFICATIONS & SKILLS

- **Cultural Fit and Work Ethic**
  - Strong cultural fit is valued as equally important as technical skills.
  - Passion for driving performance and staying updated on the evolving media landscape.
  - Curious and motivated by growth—for clients, the company, and personal development (in that order).
  - Career-driven with a passion for excellence, not just focused on a job but on long-term success.
- **Experience and Technical Skill**
  - Minimum two years of media buying or planning across linear TV (national and local), streaming TV, radio, or print for national and/or local clients.
  - Experience using the CoreMedia (now part of Simpli.fi) planning software.
  - Proven history and track record of success in media buying or planning, with a strong understanding of campaign execution and performance.
  - Proficient in Excel.
- **Analytical and Data-Driven Mindset**
  - Data driven and analytical, with the ability to evaluate campaign metrics and optimize performance to meet client goals.
  - Strong attention to detail and accuracy in managing media campaigns and performance tracking.
- **Organization and Communication Skills**
  - Strong negotiation skills, with a proven ability to secure the most efficient media buys for clients.
  - Ability to thrive in a fast-paced environment, adapting to changing priorities and client needs.
  - Exceptional written, oral, and presentation skills for effectively communicating with clients, vendors, and internal teams.
  - Highly organized and capable of managing multiple projects simultaneously, with a demonstrated ability to prioritize workload and meet deadlines.
- **Education**
  - College degree preferred, though equivalent experience in media buying is also valued.
- **Location Requirement**
  - Must be able to work in person at Minneapolis-based office (near 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
- Summer Fridays (discretionary)
- Free parking (494 & France Avenue)
- Working with a large variety of prospects and clients from multiple industries
- Experience working within a fast-paced marketing agency setting
- Skyrocketing potential for learning, growth, and upward mobility
- Company sponsored events

## 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.

