



## MEDIA COORDINATOR

**BLNKPG** is a marketing agency focused on agriculture clients, located in downtown Indianapolis. We are seeking a media coordinator to work beside our project management and account management teams, as well as with current and new media partners. The media coordinator will largely engage with team members on planning, developing, executing and tracking client media efforts.

### WHY WOULD YOU WANT TO WORK HERE?

We've got the perfect mix of start-up, small agency chutzpah with been-there, done-that agency life lessons. We've got a niche, we believe in it, and we're dedicated to growing smartly within it. We believe in working hard, celebrating successes, and supporting each other. We find skills and hone them, we find weaknesses and challenge them. We enjoy what we do.

### ROLES AND RESPONSIBILITIES:

- Provide day-to-day media service and support
- Identify media and PR opportunities to contribute to team brainstorming, strategy sessions, and media planning
- Social media management: multiple accounts, client facing communication, copywriting/routing and creative direction/support
- Remain up-to-date on media trends and changing opportunities as well as changing channel changes
- Implement and manage approved media plans, editorial calendars and campaigns - including: social media, PR, programmatic, search, emails, texts, SEO, traditional media, etc.
- Provide assigned media project oversight, including proofreading, project routing and trafficking, spec sheet creation, etc.
- Develop and assess metric reports and tracking capabilities for goal achievement and optimization
- Monitor and manage media insertion orders, invoices, billing updates and client media budgets
- Learn project-tracking systems as well as several digital tools/platforms (Email platforms, analytics tools, programmatic platforms, social media management tools, etc.)

### APPLICANT REQUIREMENTS:

- College or university graduate - business, public relations, communications/media, marketing, or agricultural communication degrees required
- 1-2 years of communications, media, public relations, or marketing work experience is required
- Background in agriculture is preferred



- Social media and digital savvy
- Ability to learn and adapt quickly in a fast-paced setting
- Ability to work independently, as well as with a team
- Ability to manage changing priorities, and use time effectively
- Track record of setting goals and measuring success metrics
- Organized, detail-oriented problem-solver with strong analytical and research skills
- High verbal and written communication skills

### **POSITION LOCATION:**

- Fully Remote
- Quarterly, in-person all-team meeting attendance required
- Must be able to travel for client meetings - less than 20% of time
- Must have valid driving license