

# JOB DESCRIPTION

YOUR STORY STARTS HERE

## WHY APPLY?

We're a fast-paced, get-things-done group that appreciates dedicated and detail oriented teammates. If you're the kind of person that gets excited by hitting goals out of the park, knows how to pivot at the drop of the hat without a freak out and knows what we mean when we say analytics — you're our kinda people. If you're looking for team members that have your back, clients that keep you on your toes and an environment where your skills can shine — then we're your kinda people. Check the checklist and apply today!

## 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.

## 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
- Remain up-to-date on media trends and changing opportunities
- 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 system 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

CONFIDENTIAL: Unless noted, does not include out of pocket expenses, including, but not limited to videographers, photographers, audio collection, shipping, printing, asset purchases, etc. All out of pocket costs are provided at-cost, without markup.

BLNKPG is a woman-owned, Indiana business. Learn more about BLNKPG thinking at [blnkpg.com](http://blnkpg.com).

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- 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

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