



# Marketing Associate

*New York Metro Area*

Mindset Media is seeking a rock star **Marketing Associate** with an entrepreneurial streak and an interest in online advertising.

This is a great, full-time opportunity for anybody who wants exposure to traditional marketing challenges while gaining experience working in the interactive space. We offer a real learning experience with a top-notch (and fun!) team in a fast-paced start-up environment.

## About Us

Mindset Media is a market research and ad technology company that sets the standard in psychographic measurement and targeting. We were founded on the simple premise that consumers are more than just demographics—they're people, with personalities that drive what they buy.

Our **MindsetProfiles**<sup>®</sup> let marketers see how their target consumers compare on 21 elements of personality known to drive buyer behavior and brand choice. Our proprietary ad technology enables major web publishers to deliver specific psychographic audiences, or **MindsetTargets**<sup>™</sup>, on their own inventory. This capability, which is unique in the world of media today, gives blue-chip advertisers the power to reach mass audiences of consumers with the psychographics that fit their brands.

## Responsibilities

The central theme of your projects will be to communicate the importance of personality in a wide variety of areas—everything from pet food to hybrids, from beer to politics. Your work will be geared to multiple audiences: ad agencies, advertisers, publishers and internal to Mindset Media. Because we're a small team with a lot of work, you will be exposed to a variety of different tasks and have the opportunity to make an impact quickly. Projects will include:

- Design and create production-quality customer presentations, including proposals, research modules and client presentation decks (PPT)
- Develop onboarding materials for new web clients
- Work closely to support our remote sales team with training materials and tools
- Assist in the creation of survey research findings (Excel, PPT)
- Gain account management experience by actively supporting our existing (web) publisher partners
- Unknown, but important things that will come up

## Qualifications

- The right person for this role is off the charts in the following personality traits:
  - Conscientious (diligent, focused on detail, hard-working, organized)
  - Open-minded (creative, curious, willingness to try new things)
  - Agreeable (cooperative, considerate, helpful)
  - At least a little bit Extroverted (social, energetic, optimistic, positive attitude)
- If you lack these traits, this role probably isn't the right one for you. However, if you match up well against these traits, then we're also looking for the following:
  - B.A. graduate
  - Strong writing skills
  - Solid understanding of how to communicate information visually
  - Proficiency in Powerpoint and Excel
  - Independent self-starter with the ability to learn rapidly and assimilate new information and techniques
  - Superb organizational and management skills, and an ability to work on multiple initiatives simultaneously

Previous experience working in advertising a plus, but by no means necessary. The position is based in Tarrytown, a quick train ride just north of Manhattan.

## Contact

To apply, send your CV to [jobs@mindset-media.com](mailto:jobs@mindset-media.com) with the subject "Marketing Associate."