



Account Manager

New York Metro Area

Mindset Media is seeking a high-energy ACCOUNT MANAGER with an entrepreneurial streak and a strong interest in online media and advertising.

Experience in our industry is nice, but not necessary, for exceptional candidates. This position offers a tremendous opportunity to learn the advertising business, manage clients and solve problems, and gain experience on the cutting edge of the digital media industry—all in the company of a top-notch team in a fast-paced, start-up environment.

About Us

Marketers know that consumers are more than just demographics. Consumers are people, with personalities, or *psychographics*, that drive what they buy. Despite the importance of psychographics, advertisers have never had a consistent way to define and reach their psychographic targets in media. Mindset Media changes that.

Mindset Media (www.mindset-media.com) sets the standard for psychographic targeting and measurement. Our proprietary ad targeting technology gives blue-chip advertisers the power to concentrate media delivery on mass audiences of consumers with the right psychographics for their brands. Our extensive list of advertisers includes Unilever, P&G, Kraft, Nissan, Sprint, and Starbucks.

Responsibilities

Your mission will be to communicate the importance of psychographics clearly and convincingly to decision makers in a wide variety of industries, from pet food to cars, from beer to politics. Your work will be geared to multiple audiences: ad agencies, advertisers, web publishers and our own sales people. Because we are a small team in big demand, you will be exposed to a variety of different tasks and have the opportunity to make an impact quickly. Projects will include:

- Use our extensive database and your own judgment to create compelling stories on the value of Mindsets in ad targeting
- Design and create production-quality customer presentations, including proposals, research modules and client presentation decks (PPT)
- Create media proposals in response to agency requests
- Work closely to support our remote sales team with training materials and tools
- Support our web publisher partners with materials and training
- Develop onboarding materials for new clients

Qualifications

- The right person for this role is off the charts in these personality traits:
 - Conscientious (diligent, focused on detail, hard-working, organized)
 - Open-minded (creative, curious, willingness to try new things)
 - Agreeable (cooperative, considerate, helpful)
 - Extroverted (social, energetic, optimistic, positive attitude)
- The right person will also meet these requirements:
 - B.A. or B.S. from a top-flight school
 - Strong writing skills
 - Aptitude for communicating information visually
 - Proficiency in PowerPoint and Excel
 - Independence and self-motivation. Ability to learn rapidly and assimilate new information and techniques
 - Good organizational and management skills, and an ability to work on multiple initiatives simultaneously

Previous account management experience in advertising is a plus, but not a necessity. We are most interested in talent and drive.

Location

The position is based in Tarrytown, NY, an easy drive from Connecticut, Westchester and Northern New Jersey, and a short train ride from New York City.

Perks

We're a small company with big company benefits. We offer a competitive salary, excellent health insurance, company equity and a fun work environment.

Contact

To apply, send your CV to jobs@mindset-media.com with the subject "Account Manager."