

Media Planner for Bluebeam Software

Celebrating our 10th year, Bluebeam Software is a growing technology company made up of people who like to push the limits, be different and do great things. Our award-winning software is used by leading architecture, engineering and construction firms to implement paperless workflows and redefine the way they work, consistently resulting in faster and clearer communication, improved collaboration and reduced costs.

Behind the scenes, the Bluebeam Team works collaboratively towards the common goal of helping our customers do what they do better. At Bluebeam hard work is recognized, new hires are encouraged to share their ideas and the environment is friendly, energetic and fun. Learn more about our culture in this video: <http://www.bluebeam.com/work-at-bluebeam>.

When it comes to media planning, Bluebeam likes to the push the limits of what you would normally expect from a B2B software company and implement unique, creative campaigns that reach our target audiences both on and off the clock. To help make this happen, we have an immediate opening for an in-house Media Planner to join our tight-knit team. This is a great opportunity to make a real impact in a firm's advertising initiatives by developing effective media plans that get noticed and create buzz. The Media Planner will become an expert on the architecture, engineering and construction industry media landscape, and create comprehensive media plans including print, digital, radio, television, street furniture and transit advertisements. Additionally, the Media Planner will coordinate with Bluebeam's media buying agency to secure media and added value placements, manage deadlines and material specifications, submit materials on-time, track placements and evaluate ad effectiveness. The ideal candidate will have 2-3 years of marketing/advertising experience, and be extremely organized. This position is based in our corporate headquarters in Pasadena, CA and reports to our Sr. Manager, Communications.

Here is what the Media Planner will do:

- Create a comprehensive media plan for Bluebeam's branding campaigns and product launches in the US, Nordics, Germany, UK and Australia.
- Develop creative media blitzes to reach attendees at major trade shows.
- Coordinate media buys with Bluebeam's media buying agency.
- Prepare creative briefs and lead creative meetings.
- Educate the creative team on each outlet's circulation, readership/viewership, editorial content, style and tone to help Bluebeam develop effective messages.
- Work with the Sr. Manager, Communications and Marketing Manager to research and plan media buys for new product launches, trade shows and other events.
- Work with the Digital Marketing Coordinator to develop Bluebeam's digital advertising by identifying new opportunities for video ads, app advertising and more.
- Coordinate the creation, production and on-time submission of all ad materials.
- Develop and maintain relationships with ad reps and printing vendors.

- Assist Bluebeam's PR efforts by notifying the PR Coordinator of upcoming editorial opportunities and leveraging ad rep relationships for editorial introductions.
- Track and negotiate ad positioning.
- Verify tearsheets and submit invoices to accounting for payment.

And, here are the requirements for this position:

- Must be extremely organized and detail oriented.
- Must have 2-3 years of marketing/advertising experience. Experience in the AEC industry is a huge plus.
- Must be a self-starter who is ready, willing and able to own and prioritize multiple tasks.
- Must be ready to learn Bluebeam's business, customer-base and industry media and to strategically plan Bluebeam's media buys.
- Must be flexible and able to adapt to changes quickly.
- Must be proficient with MS Office applications. Experience using PDF software for electronic markup and editing is a plus.
- Must be extremely comfortable learning new technology. After all, we are a software company.
- BA/BS degree.

If you think you are good match for the Bluebeam team, please send the following to workeng@bluebeam.com :

- ✓ Cover Letter/Email
- ✓ Resume