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Senior Manager – Client Services

About Us

Newbridge Marketing Group (NMG) is seeking a senior professional with deep Experiential Marketing operational experience to join our team as a key leader within our client services team.

A 19-year-old college marketing and brand experience agency, NMG connects brands to a wide variety of consumer segments through pop-up retail (mobile selling tours), food & beverage truck experiences, special event creation, storytelling experiences, field marketing teams, expo build-outs and more. Beyond experiential, NMG helps brands connect & engage with millions of college students via digital marketing, new approaches to college recruiting and custom research. Under the student-facing brand Campus Collaborative, NMG works directly with college students to bring them unique opportunities, like student ambassadors opportunities, exclusive student offers, and career development events.

Brand partners for our marketing work include Stanley, Hi-Chew, L.L.Bean, Timberland, CBS Sports, Spartan Races, DirecTV, Charter, Discovery+, Bob's Red Mill, Miyoko's Creamery, Pocari Sweat and Kodiak Cakes.

Corporate partners for NMG's recruiting business include Starbucks, Twitter, Microsoft, Bank of America, Charter, Sonos and Verizon. For our recruiting work, we leverage our proprietary database of over 350,000 campus club leaders along with our research insights and learnings from our marketing work with students.

About the Role

The Senior Manager of Client Services will lead major client marketing activations and be the day-to-day client relationship lead within NMG's client services group.

Responsibilities include (but are not limited to):

- Lead the execution of experiential marketing and college marketing programs
- Collaborate with the Directors of Client Services to optimize operational plans & evolve our experiential offerings.
- Team well with the Business Development team to grow brand partner relationships.
- Support growth of agency relationships through your corporate network.

About You

- At least 5 and ideally 7+ years of Experiential Marketing operational experience.
- An outstanding track record of client service work which demonstrates capability to lead senior operational conversations tied to marketing strategy.
- Comfortable in a dynamic environment where you will lead multiple projects at a time.
- Optimistic and realistic leader with a "can do" attitude and positive team-

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Employment Type

Full-time

Job Location

Portland, OR / Chicago, IL

based mentality.

- Full appreciation of and personal experience with the work required to deliver client success in the field. A bright mind along with sleeves that get rolled up.
- Deep industry relationships with brands, vendors, and agencies.

What We Offer

- Competitive compensation based on experience with incentives to share in success.
- 401K and health insurance benefits.
- Reasonable flexibility in work location (can be office-based or hybrid).
- Unlimited PTO.
- A collaborative team of passionate and intelligent marketers and genuinely kind human beings.