

Who we are.

Red Circle is a mid-sized full-service advertising and marketing agency with over 20 years of experience in the gaming and hospitality industries. Our core business is Native American communities and Native-owned casinos —44 to be exact — as well as a diverse roster of other clients. Our goal is to provide our clients with the best resources and insight they need to make their largest economical resources (casinos) be as successful as possible. This, in turn, allows the Native community to thrive.

We give our clients a full-circle experience, from data-driven insights all the way to breakthrough creative executions. We provide brand work from conception to execution, TV production, creative work from A to Z, digital, photography, strategy, media, direct marketing, database marketing, and more.

Located on the outskirts of the North Loop in Minneapolis and a skip, hop, and jump to Northeast, our newly renovated office is open and inviting. We've got a fridge full of beverages, fun gatherings, friendly people, a flexible, hybrid work schedule, and a festive Christmas party to boot. We also invite remote applicants to apply, as we have employees from coast to coast.

Who you are.

You're a good person. We've built a team full of likeable, kind, humble people who like to have fun and possess a positive attitude.

You're a go-getter. You hold yourself to a high personal integrity and are reliable, dedicated, and passionate.

You're an expert in your field. You're smart and good at what you do.

You're driven by client success. You sweat the small details, get things done, and have the compulsion for closure. When they win, we win.

You're curious. Always leaning forward, always learning, always improving.

So what do I *do* as a Red Circle Casino Strategy Coordinator?

The Media Planner/Buyer is responsible for planning all forms of media and buying traditional media. You will develop, execute, and monitor strategic media campaigns for Red Circle clients and also be the steward of media plans, budgets, and campaigns. In addition, you will showcase and present campaign results along with evaluating new opportunities as they relate to client objectives.

Responsibilities:

- Responsible for managing all planning/buying activity for assigned account(s)
- Develop on-point media strategies, backed with supporting rationale, to ensure media campaigns reach the right target audience at the right time in the most effective and efficient way
- Negotiate and purchase traditional media for all accounts
- Manage and foster vendor relationships on behalf of agency
- Ensure accuracy and quality of all campaign documentation including authorizations to buy, insertion orders, billing, campaign delivery, and terms
- Optimize campaigns to ensure they meet and exceed client KPI's
- Attend client meetings to present plans, reporting results, and recommendations
- Identify goals, objectives, strategies, and tactics, as well as define KPIs to measure client success
- Research and further your knowledge in advertising tactics and platforms

Requirements:

- Bachelors Degree in marketing, advertising, or communications or equivalent work experience
- 2+ years of planning and buying experience - Agency experience a plus
- Ability to develop and execute media plans
- Knowledge of all aspects of media, Nielsen, Comscore and Strata
- Experience managing multiple clients and types of projects
- Ability to work independently and successfully manage multiple priorities in a fast-paced environment
- Highly organized and deadline focused

Skills:

- High level of Excel, and PowerPoint knowledge
- Other MS office experience
- Strong math skills
- Effective communication, time management, problem-solving and organizational skills
- Attention to detail in both written and verbal communication
- Strong presentation skills
- Ability to work with and track media budgets
- Attention to detail in both written and verbal communication

Red Circle offers a competitive salary along with great benefits including medical/dental, 401(k) match, casual dress code, and the recipe to the perfect Moscow Mule.