



Associate, Client Strategy

COMPANY OVERVIEW

The Ricciardi Group (RG) is a B2B creative, strategy and marketing group made up of a diverse and agile network of capabilities and talent who understand complex businesses. At the intersection of big and small, we bring together Fortune 500 experience and strategies, infused with an entrepreneurial spirit, nimbleness, and disruptive thinking that comes from working with numerous early-stage companies. We provide a range of services including brand strategy and creative storytelling, planning and activation, and marketing as a service. The Ricciardi Group is committed to providing valuable business insights that drive outcomes and results. Our clients partners have included Adobe, BNY Mellon, ComplySci, CreditSights, General Assembly, Google Cloud Platform, Legg Mason, Morgan Stanley, Refinitiv and Symphony.

OPEN POSITION

As an Associate, Client Strategy you will be an integral part of the Ricciardi Group who is primarily responsible for supporting client accounts and new business initiatives as well as assisting with the day-to-day operations of the Ricciardi Group.

JOB RESPONSIBILITIES

Account Support

- Preparation and refinement of client materials (decks and correspondence)
- Preparation of briefing documents and client research (industry/sector trends, competitive analysis, marketing/advertising channel mix and insights, management intel and company overviews)
- Daily client news scans
- Scheduling, meeting minutes and recaps

Business Development

- Preparation and refinement of new business materials (decks and correspondence)
- Preparation of briefing documents and prospect research (industry/sector trends, competitive analysis, marketing/advertising channel mix and insights, management intel and company overviews)
- Ongoing prospect and industry news scans
- Scheduling, meeting minutes and recaps
- Ongoing updates to RG credentials and case studies



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RG Marketing Support

- Ongoing web maintenance (client logos, case studies and content)
- Monthly web Google Analytics reports
- Bi-annual event planning/support
- Weekly social media reports and analytics
- Ongoing file maintenance (Dropbox)
- Monthly time tracking reporting (Harvest)
- General office management/support

QUALIFICATIONS

The Associate, Client Strategy must demonstrate a willingness and commitment to supporting our client and prospect needs, in addition to the overarching growth of the Ricciardi Group. The candidate must have/be:

- Undergraduate degree in marketing, advertising or communications
- Strong writing skills
- Proficient in Microsoft Powerpoint and G-Suite programs
- Experience with Graphic Design (preferred)
- Experience with Google Analytics (preferred)
- Experience with WordPress, Squarespace, Wix or other web CMS (preferred)

SKILLS AND ATTRIBUTES:

The ideal candidate for the Associate, Client Strategy should:

- Be an enthusiastic, enterprising self-starter with a 'get it done' mindset
- Be focused on outcomes and delivering results
- Welcome mentorship and an 'always be learning' culture
- Be a team player and future RG brand ambassador who is interested in growing with an expanding firm

The Ricciardi Group does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.