



## Fall 2019 Internship Program

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### COMPANY OVERVIEW

The Ricciardi Group is a B2B marketing firm at the intersection of big and small. Bringing 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 strategic vision, brand and business strategy, lead generation and virtual CMO. Some of our clients have included Adobe, AQR, BNY Mellon, Broadridge, General Assembly, KCG, LRN, Lucera, Novantas, PGIM and SenaHill

### OPEN POSITION

Creative, strategy and marketing group seeks fall intern to assist with day-to-day administrative and account projects. Candidate must be motivated, organized, detailed oriented, and able to thrive in a fast-paced environment.

This is a fantastic opportunity to be on the inside of a rapidly growing team and take ownership in the work we produce. We are looking for a student with drive and a passion for learning about marketing, who will take initiative and hit the ground running from the start. This is a paid part-time summer internship; hours and duration are negotiable.

### REQUIREMENTS

- Excellent verbal and communications skills
- Experience with social media platforms, content management systems like MailChimp & Hootsuite, design programs such as Adobe Creative Suite, and social analytics tools like Google Analytics.
- Detail-oriented and organized; the ability to see what needs to be done from an administrative perspective and doing it with little direction
- Prioritize and manage multiple projects simultaneously, and follow through with issues in a timely manner
- Ability to maintain professionalism and confidentiality when dealing with sensitive info and business matters

- Personable, helpful, “get it done” attitude, a team player, able to work on a small & nimble team. Be curious and open-minded.
- Perform work for various account projects – be up for anything, from research to creating presentations to social media content and more.
- Stay up to date on what's current, trending, and relevant to B2B enterprise clients in the finance and technology (“fintech”) space

**JOB RESPONSIBILITIES WOULD INCLUDE, BUT ARE NOT LIMITED TO:**

- Supporting Ricciardi Group monthly newsletter
- Preparation and refinement of new business and/or client presentation materials
- RG internal basic Hubspot updates/reporting
- Assistance with marketing automation and client reporting
- Social media content aggregation, drafting, and scheduling
- Social media analytics reports
- RG client, prospect and industry news scans
- RG dropbox, website and social media maintenance
- Support RG awards and conferences
- RG event ideation and planning
- Support monthly internal lunch and learns and other employee engagement activities
- Help with graphic design projects, both client and internal
- Research, competitive intel and analysis for clients and prospects