



Associate, Client Strategy

COMPANY OVERVIEW

A B2B creative, strategy and marketing agency, the Ricciardi Group was founded based on an innovative business model to provide clients with both executive level talent combined with a hands on executional mindset. We bring internal commitment, forward-thinking, real outcomes and the best virtual zoom happy hours.

We live and think big, but our clients know we are small and benefit from it. We believe our team is our greatest asset and they need to be supported, cultivated, rewarded and challenged so that they can grow both personally and professionally. We have an entrepreneurial and collaborative culture where each one of us is constantly learning.

We provide services for the entire marketing process from brand positioning and creative storytelling, to marketing planning and execution, to digital/social strategy and activation.

We are proud to be part of the .1% of female owned and led advertising agencies and are committed to building a team of diverse perspectives and experiences.

We do award winning and business building work for clients that include Visa, Adobe, General Assembly, Refinitiv, leading financial service brands Goldman Sachs, BNY Mellon, Legg Mason, Morgan Stanley, and tech innovators CreditSights, ComplySci, iCapital, VTS and Symphony.

OPEN POSITION

As an Associate, Client Strategy you will be an integral part of a client team at the Ricciardi Group who is primarily responsible for supporting client accounts and new business initiatives. This is a critical client-facing position that will expose you to hands on training across the whole marketing spectrum from brand positioning to execution. Your role will grow with your abilities.



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JOB RESPONSIBILITIES

You will be directly responsible for project management and support of brand execution based on the client needs; from supporting strategic development to creative activation across all marketing channels, including digital and social.

Account Support

- Prepare and manage project timelines – ensuring necessary internal and client meetings are set up, providing meeting recaps and clear next steps.
- Help in preparation and refinement of client materials (decks and correspondence).
- Help in 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.
- Monthly web Google Analytics reports, social media reports and analytics.
- Campaign planning and management through various marketing technology tools including HubSpot, Marketo, Pardot, HootSuite, Buffer, Google Ads, SEMRush, Moz, and more.
- Ongoing file and account resource maintenance (Google Drive).

RG Support

- Aid in the preparation and refinement of new business materials (credentials and proposals, prospect and industry news scans).
- Help with ongoing updates to RG case studies.
- Team event planning support.



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HOW TO KNOW IF YOU'RE A GOOD FIT:

We work in a fast-paced, deadline and detail-driven industry that keeps us on our toes. We move quickly and rely on every team member's intelligence, hard work and creativity to get the job done. For us, that's part of what makes the job fun. That's why fit is so important.

You'll know if you're the right fit if you:

- Thrive diving feet first into new situations and not afraid to take on new challenges.
- Like learning and figuring out new things at a rapid pace.
- Enjoy solving complex problems with creativity.
- Love working together with a group to achieve a result.
- Are flexible and good at staying focused on outcomes and delivering results.
- Welcome direct feedback, mentorship and an 'always be learning' culture.
- Are a team player and future RG brand ambassador who is interested in growing with an expanding firm.

SKILLS

- Undergraduate degree in marketing or communications (preferred).
- Advertising agency or client side marketing background, at least 2-3 years working relevant experience.
- Strong verbal and written skills.
- Proficient in Microsoft Powerpoint and Google Workspace programs.
- Experience with Graphic Design (preferred).
- Experience with Google Analytics (preferred).
- Experience with WordPress, Squarespace, Wix or other web CMS (preferred).
- Experience with Salesforce, HubSpot, Marketo, Pardot or other CRM and Marketing Automation platforms (preferred).



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LOGISTICS:

Location:

The entire company is optional remote through March 31, 2021. While our headquarters is downtown in Soho, we are open to a fully remote candidate, but ultimately dependent on assigned client expectations.

Office Address: 200 Varick Street, New York, NY 10014

COMPENSATION:

- Competitive base salary.
- Discretionary bonus each year.
- 10% net profit commission on sourced deals.
- Competitive Healthcare, Vision + Dental, HSA, FSA, Commuter Benefits.
- \$1,000 annual Professional Development budget.
- Unlimited vacation days with advance notice, approval and a commitment to client needs & five (5) personal days.