



## Managing Director, Client Strategy (VCMO)

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### **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, Google Cloud Platform, Refinitiv, leading financial service brands Goldman Sachs, BNY Mellon, Legg Mason, Morgan Stanley, and tech innovators CreditSights, ComplySci, iCapital, VTS, and Symphony.

### **OPEN POSITION:**

We are currently recruiting for a Managing Director, Client Strategy to join our growing family. Our Managing Directors report directly into our Managing Partner and Founder, Marisa Ricciardi, and are responsible for leading and managing key client accounts while also playing a critical role on our new business team. Managing Directors are expected to support a sizable piece of the company's revenue while building long-term value-based relationships with our clients and ensuring that the Ricciardi Group's high standard of work is delivered in all things we do.



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### **DAY-TO-DAY RESPONSIBILITIES:**

#### **New Business**

Everyone at the Ricciardi Group contributes to new business initiatives in one way or another, however, as a Managing Director (MD) you hold the ultimate responsibility for securing new business in collaboration with our CRO. You will primarily pitch new business that you will lead if won, but are also expected to participate in other pitches and new business opportunities as needed.

- Help CRO identify new business targets and formulate a strategy to best approach these businesses.
- Nurture prospective clients and identify needs.
- Collaborate with CRO on key new business pitches, including joining for new business meetings.
- Proposal strategy and proposal deck building support.
- Defining proposal scope and resource requirements.

#### **Account Management**

Lead client accounts and client teams, including:

- Managing relationships with key client stakeholders.
- Working with operations to monitor account profitability and health.
- Responsibility for overall timeline, execution and delivery.
- Ensure that all work meets RG's high standard of quality.
- Coaching and mentoring account team members.
- Management of external account resources.

For select clients, serve as VCMO. Example responsibilities...

- Join management meetings, present to the Board as the proxy CMO.
- Maintain Marketing budget and be responsible for measurement.
- Create a new Marketing budget in accordance with strategy developed.
- Develop a Marketing strategy and know how to get it done.
- Develop and lead all marketing programs.
- Lead Marketing team (internal or RG augmented).



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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.
- Present yourself as humble enough to do the hard work and service with grit.

Requirements:

- Some client side experience required, agency experience a plus.
- Financial services experience required, either from a marquee brand or emerging companies.

### LOGISTICS:

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



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### **Work Week:**

Monday through Friday, generally 9am-6pm ET.

While we cannot always promise balance, we can promise flexibility in the hours and days that we work. Ultimately, the hours and days that we work are dependent on client expectations, however, wherever possible we encourage team members to take the time they need to live their lives well – including taking care of children, exercising, practicing mental health, and more.

### **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 Professional Development budget.
- Unlimited vacation days with advance notice, approval and a commitment to client needs & five (5) personal days.