

Strategic Lead | Job Description

FiComm Partners ("FiComm") is an integrated communications consulting firm serving financial services companies with a #NewSkool approach, specializing in the independent financial advisory and wealth management communities. Our strategic communications programs include branding, marketing, digital outreach, public relations, business consulting, and advisor education.

FiComm's clients include independent registered investment advisory (RIA) firms.

At FiComm, our competitive advantage is built on the strength of our relationships and our reputation in the industry, our enjoyment collaborating with each other and for what we do, and our desire to build a new and improved communications approach. Our culture is collaborative, high-intensity, and fully engaged, which we maintain by investing in highly motivated, enthusiastic people interested in being a part of something different and exciting.

OUR VALUES

Integrity Without Compromise

We keep our word, do what we say, and always strive to do the right thing every day.

Intentionally High Standards

We're high performers with high expectations for ourselves, our work, and our clients. We create an environment where all Ficommers can continuously perform at the top of their game, recharge when they need it, and come back twice as strong.

Tenacious Growth Mindset

Complacency has no place here. We are constantly seeking forward-thinking, disruptive, and innovative ideas to drive internal and external growth. We're tenacious about this, even when it's hard, because that is when the real growth happens.

Earned Optimism

Our genuine optimism comes from our confidence. We know exactly what's possible because we know what we're capable of. That confidence lifts our clients and our coworkers and reassures them we can do almost anything, because we bring everything we've got to the table.

Team Before Self

We're happy to leave our egos at the door, humbly accept feedback, learn with enthusiasm, embrace the gifts that others bring, and work together toward a common goal.

Industry Believers

We're obsessed with our industry and possess a genuine belief in the power of financial advice to do good.

POSITION OVERVIEW

We are an integrated marketing agency specializing in financial services. Our unique client service model operates in "tribe wheels," where each team is led by a Strategic Account Leader. We partner with a diverse range of clients, focusing on delivering results-driven marketing solutions that drive meaningful growth.

We are seeking an experienced **Strategic Account Leader** to serve as the driving force behind our client strategies, with a particular focus on RIA (Registered Investment Advisor) clients. In this pivotal role, you will shape and execute strategies that align with Ficomm's product philosophy and client experience (CX) frameworks, helping clients achieve measurable organic growth.

The ideal candidate is a **strategic thinker** who thrives on solving complex challenges, possesses a consultative mindset, demonstrates high emotional intelligence (EQ), and excels at building collaborative partnerships with clients and internal teams.

WHAT WE'RE LOOKING FOR

- **Proactive and Independent Thinker:** Someone who takes initiative, figures things out, and solves problems independently.
- **Polished and Professional:** Client-facing polish with strong communication skills and a high level of professionalism.
- **Coachable and Trainable:** Open to feedback, eager to develop, and willing to learn new skills.
- **High EQ:** Strong emotional intelligence to manage client relationships effectively and navigate nuanced situations.
- **Strategic Thinker:** Consistently identifies the most critical challenges and opportunities, creates clear paths forward, and prioritizes actions that deliver meaningful results.
- **Effective Communicator:** Communicate strategic recommendations and complex information clearly and simply.

RESPONSIBILITIES

- **Strategy Development:**
 - Lead the creation of tailored client strategies aligned with Ficomm's product offerings and CX frameworks to achieve organic growth goals.
 - Analyze client-specific challenges and opportunities to develop innovative, results-driven approaches.
- **Strategic Thinking & Problem-Solving:**
 - Apply Ficomm's frameworks to synthesize clients' unique situations and connect the dots across different variables.
 - Demonstrate a high level of strategic thinking, offering creative and effective solutions to drive business outcomes.
- **Consulting & Client Relationship Management:**
 - Act as a trusted consultant by actively listening to client challenges and guiding them toward aligned, actionable solutions.
 - Facilitate meaningful discussions that lead to consensus and clarity, ensuring clients are confident in the strategic direction.
- **Communication & Documentation:**
 - Clearly articulate strategic thinking across all organizational levels, simplifying complex ideas for diverse audiences.
 - Develop and present client-friendly documentation that makes strategies actionable and accessible.
- **Team Leadership & Execution:**
 - Guide the client account team in executing strategies with precision and alignment, creating actionable plans that prioritize ROI for clients.
 - Partner with the Client Success Lead to ensure all initiatives are sequenced for maximum efficiency and effectiveness.
- **Continuous Learning & Development:**
 - Embrace Ficomm's systematic and progressive approach to organic growth, demonstrating a commitment to ongoing learning.
 - Actively contribute to the evolution of Ficomm's product philosophy and CX frameworks.

QUALIFICATIONS

- 10+ years of experience in strategic roles within marketing agencies, consulting firms, or financial services organizations.
- Proven ability to develop and implement strategies that drive organic growth in the financial services sector.

- Strong consultative skills with experience navigating complex client challenges and building consensus.
- Exceptional communication and presentation skills, with the ability to distill strategic concepts into clear, actionable steps.
- Demonstrates high EQ, active listening, and the ability to build trust with clients and team members.
- Experience guiding teams in executing strategies, ensuring alignment with client goals and maximizing ROI.
- A proactive learner with a strong desire to understand and apply Ficomm's unique approach to growth.
- Familiarity with organic growth strategies and client experience frameworks.
- Background in working with cross-functional teams to deliver measurable results.

This is an exciting opportunity to join a forward-thinking agency and play a critical role in driving growth for our clients. If you are passionate about strategy, client success, and achieving tangible business results, we want to hear from you!

QUALIFIED APPLICANTS

Please send your resume and cover letter illustrating why you're the right fit for FiComm Partners to connect@ficommpartners.com.