

Strategic Lead | Job Description

POSITION OVERVIEW

We seek an experienced **Strategic Account Lead** to build client strategy and growth initiatives across our client accounts. This role is the driving force behind designing and executing marketing programs that help our clients — financial advisory and wealth management firms — achieve meaningful growth.

You'll partner closely with account managers, content leads, and creative teammates to develop strategies, guide execution, and keep clients focused on the big picture and their business goals. As a consultant and strategist, you'll build trusted relationships, simplify complexity, and ensure every initiative aligns with client goals and delivers ROI.

RESPONSIBILITIES

- **Lead strategy.** Develop tailored growth strategies that connect marketing programs to business results.
- **Consult with clients.** Act as a trusted advisor, confidently guiding clients through challenges and opportunities.
- **Simplify complexity.** Translate big ideas and frameworks into clear, actionable next steps.
- **Drive alignment.** Ensure strategies are executed seamlessly by partnering with account managers and client services leads.
- **Guide the team.** Mentor and support teammates, ensuring they understand and deliver on the strategic vision.
- **Spot opportunities.** Anticipate client needs and propose innovative, results-driven solutions — both within existing partnerships and in support of new business growth. Actively contribute to proposal development, pitch preparation, and opportunity shaping by identifying ways Ficomm's capabilities can deliver measurable impact for prospective clients.
- **Protect and grow relationships.** Own client retention by ensuring satisfaction, deepening trust, and identifying opportunities to expand partnership value through proactive communication, insight, and results.
- **Communicate with impact.** Present recommendations clearly and persuasively to clients and internal teams.
- **Evolve our approach.** Contribute to refining Ficomm's strategic frameworks and ways of working.

QUALIFICATIONS

- 5+ years in a strategic role within a marketing agency, consulting firm, or financial services organization
- Proven ability to design and implement strategies that drive measurable growth (experience in wealth management is a plus)
- Strong consultative skills and ability to navigate complex challenges with clients
- Excellent communication and presentation skills
- High emotional intelligence and ability to build trust quickly
- Experience guiding teams through execution and ensuring alignment with strategy
- A proactive learner who thrives on problem-solving and innovation
- Curiosity about organic growth strategies, client experience frameworks, and emerging tools

WHY YOU'LL LOVE WORKING HERE

- Opportunity to shape marketing strategies for innovative financial firms
- A culture that values creativity, collaboration, and growth
- Exposure to a wide range of clients and challenges that stretch your thinking
- A supportive environment that encourages career development and leadership growth
- Remote flexibility with a high performing, connected team

ABOUT FICOMM

Ficomm Partners ("Ficomm") is a strategic marketing and PR consulting firm serving financial services companies, specializing in the financial advisory and wealth management communities. Our strategic communications programs include branding, marketing, digital outreach, public relations, marketing consulting, and advisor education.

Ficomm's clients include independent registered investment advisory (RIA) firms, financial advisor practices, and large financial advisory teams.

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 approach to marketing, enabling growth for our clients. 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 needed, and return twice as strong.

Tenacious Growth Mindset

Complacency has no place here. We constantly seek forward-thinking, disruptive, 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.

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.

HOW TO APPLY

Send your resume and a short note about why you're excited to work with Ficomm Partners to connect@ficommpartners.com. We'd love to hear from you.