



## **Client Service Analyst**

### **Who are we?**

Impact Point Group was founded in 2007 and is a proud certified woman-owned business located in Denver, CO. We are a boutique consulting firm focused on blending the art of innovative, creative thinking and design with the science of strategic planning and measurement to help our clients implement events that deliver audience and business impact. We provide event strategy, program design and management, speaker strategy and management, and measurement consulting and facilitation services to corporate marketing and event leaders.

### **What are we looking for?**

A **Client Service Analyst** to join our team of inspired, creative problem solvers. This is a client delivery role supporting our team of event strategists and service line leaders in creating and implementing event strategy, measurement, design and experiential marketing programs for a variety of clients.

### **'Day in the life'**

- Draft and refine a broad range of client deliverables (i.e. presentations, research reports, creative briefs, point of view documents, measurement reports) under the direction of senior client service team members
- Manage proprietary research projects and competitive analyses, identifying trends, innovations and challenges in corporate branding and events, customer engagement, digital marketing and technology
- Synthesize finding and results into reports and presentations to effectively communicate the information to current and prospective clients
- Provide as-needed project management support (i.e. scheduling, coordinating, tracking deadlines), helping to maintain and evolve client project management systems and processes and, if needed, acting as a secondary client point-of-contact
- Maintain event scorecards and other tracking systems for client event metrics and KPIs
- Draft and refine marketing and business development materials (i.e. capabilities statements, proposals, project presentations) under the direction of business development team members
- Collect, read, analyze, interpret and synthesize information from a variety of sources and develop strategic insights and points of view
- Contribute to client and project-focused strategy development, offering creative ideas, trends, and suggestions for creating efficiencies and fostering client value
- Support firm leadership in speaking engagements to advance industry thought leadership priorities

### **Is this you?**

- Curious, dynamic, creative individual
- Always brings your "A" game
- Stays organized and thrives while collaborating with a fast-moving team
- Happy to tackle diverse tasks when thrown over the fence

- Capable and experienced project manager
- Strong written and oral communication skills
- Illustrates good design sensibility

#### **What do we require?**

- 3–5 years' experience of relevant work experience in digital or experiential marketing/events, preferably in an agency environment
- Bachelor's degree or equivalent experience in Marketing, Communications, Journalism, Business and related fields
- Familiarity with Asana or other project management software and strategies
- Adept in all business software applications; mastery of Microsoft PowerPoint (must be able to build a deck), Excel and Word
- Familiarity with both G Suite and Office 365 applications
- Mac proficiency
- Tech-savvy, ability to embrace and use cloud-based software tools adeptly
- Denver-based with a high aptitude for remote working
- Willingness to travel up to 20% (when client travel and in-person events resume)

#### **Benefits:**

- Wellness stipend
- Mobile phone stipend
- Professional development
- Flexibility to work remotely

#### **To Apply:**

We're certainly eager to learn more about your professional experience and contributions, but we also want to get to know you as the unique human that you are! Please do not send your resume or cover letter to us at this time.

Our unique review process is constructed purposefully to help us get an unbiased sense of a candidate's personality, contribution, and capabilities. To begin your application process, please complete the below and submit to [recruiting@impactpointgroup.com](mailto:recruiting@impactpointgroup.com) with a subject line of "Client Service Analyst Role Question Responses."

List three things that attracted you to this position and made you want to apply.

1. Would you rather come up with an idea, implement an idea that someone else comes up with, or figure out how something works in order to make it better? Why?
2. You're given responsibility over a new project or problem. What are the most important first steps?
3. What media (TV, podcasts, news sources, books, social media etc.) do you regularly look at and what do you appreciate about them?
4. Rank the following words from highest to lowest importance (all words are "good" words, so there is no wrong answer) and tell us why you ranked the first and last word as you did:

autonomy, collaboration, communication, creativity, curiosity, efficiency, fast-paced, integrity,  
opportunity, plan, precision