

## **JOB TITLE: ASSOCIATE CONSULTANT**

We're looking for an aspiring crisis junkie to join our team as an Associate Consultant (AC). You'll learn the business from the ground up—assisting the team as we help our clients prepare and respond to a variety of issues and crises events. We'll look to you to support the team in our planning, exercising and real-time response. In turn, we'll provide a fun, flexible environment as well as interesting opportunities to grow your skill set through experiential, hands-on, client engagements and structured professional development.

## **RESPONSIBILITIES**

### **Client-Focused Engagements: Planning & Exercising**

Leverage your research skills and creativity to help the team create scenarios that train, test, and engage leadership, communications, and emergency response teams. The AC will assist the team by—among other tasks—the following:

#### Plans:

- Participate in client interviews
- Tailor simple plans, checklists based on existing templates
- Create materials/presentations

#### Exercises:

- Research historical and contemporary higher education issues
- Support exercise development by brainstorming on scenarios, reviewing and revising various types of scenario materials, and providing—as required—onsite support
- Create evaluation surveys, produce reports and contribute to the overall exercise evaluation

### **Client-Focused Engagements: Real-Time Response & Issues Management**

In crisis situations, it will be crucial for the AC to assist the response team in providing accurate and timely information to clients by—among other tasks—the following:

#### Social Media Listening & Analysis:

- Pull and interpret data from social listening tools (Meltwater) including volume, sentiment, conversation drivers, influencers, etc. in order to keep tabs on client crises
- Identify social media interactions and issues that may require response
- Assist in the creation of reports for internal and client use highlighting important and meaningful social media data—helping to visualize findings legibly using charts, tables and infographics, and provide actionable insights based on concrete data

#### Microsite Development:

- Create, design, and update websites across various CMS platforms, most frequently WordPress

## **Business Development & Administration**

The Associate Consultant will also be expected to support business development efforts of the firm by:

- Attending and supporting BMCG's presence at conferences
- Supporting the development of marketing materials, issue-specific "briefs," website updates, etc.
- Using (CRM) software to track and engage with potential clients and leads
- Proactively identifying opportunities to support BMCG's continued growth and success
- Conducting research in support of projects and proposals including industry and competitive analysis

## **Miscellaneous**

- Support team on client and/or ad hoc projects as requested
- Support the submission of client proposals and responses to formal RFPs
- Build understanding of industry trends and competitive landscapes
- Update job knowledge by participating in educational opportunities and reading trade publications

## **REPORTING**

The Associate Consultant reports to a Client Lead

## **WORK ENVIRONMENT**

Work primarily conducted remotely. Travel required to either support client engagements or business development activities.

## **QUALIFICATIONS**

- 1-3 years post-degree of related and progressively more responsible work experience in consulting firm, agency, or higher education environment
- A self-starter with a proactive attitude—a willingness to take the initiative. Strong sense of responsibility/ownership.
- Highly organized and impeccable attention to detail. Able to handle multiple projects simultaneously and deliver accurate reports without grammatical or data errors.
- Social Media:
  - Strong understanding of social media and social listening from a business perspective—a comprehensive understanding across various platforms including Facebook, X (Twitter), Blogs, Forums, Instagram, Reddit, etc.
- Able to handle stress and pressure well and, ideally, with good humor working effectively with team members and clients on a variety of high-visibility and contentious issues.
- Good mix of technical understanding, business sense, managerial/connecting and interpersonal skills
- Skilled user of MS Office Suite, including Excel and PowerPoint, and Google Docs
- Excellent Writer

Desirable: (or a willingness to learn)

- Ability to write complex Boolean logic queries as well as segment, validate, and analyze data. To do this you will need to be able to think outside the box to ensure all posts are cataloged without excess noise
- Basic HTML/CSS coding for customizations and troubleshooting across sites

## ABOUT BLUE MOON CONSULTING GROUP

Metaphorically speaking a blue moon is a very rare event. In reality, blue moons are highly predictable and occur more often than most people realize. Likewise, threats to an organization's reputation are predictable, frequent and require a proactive management approach.

Blue Moon Consulting Group provides its clients insight, counsel, and experience to help them effectively manage real-time response to significant issues and crisis events. We also help organizations mitigate issues and avoid crises altogether through the development of proactive issues management programs, the enhancement of crisis management and communications plans, and by conducting training, exercises and leadership sessions. Our goal is to build an organizational culture in which reputation is viewed as a key asset and fundamental strategic input into decision-making.

## OUR CLIENT COMMITMENT

- **We truly are client-focused**—in fact, we each left far larger organizations specifically to go back to what we do best, and most enjoy—working side-by-side with our clients.
- **We are value-driven**—our partnership and overall business model is designed to keep costs low.
- **Our team is your team**—the team you meet is the same one that will do the work. We are committed to full and meaningful, long-term partnerships.
- **We take what we do very seriously**—but, we also believe a little levity can build great relationships, build trust amongst team members, and help us all manage the magnitude of some of the issues and events to which we must respond.