

## **Manager of Client Success & Marketing**

### **Wilson Kester the Empowered Divorce Source**

#### **Position Overview**

We are seeking an exceptional Client Success and Marketing Manager to lead both our Marketing and Client Success departments as we execute an ambitious expansion plan to become Michigan's premier statewide family law firm. This high-impact role combines strategic marketing leadership, hands-on sales execution, and team management while supporting our rapid scaling of additional legal teams per year.

Operating with a positive, outcome-focused mindset, you'll collaborate closely with our fractional CMO while directly managing both marketing operations and client acquisition efforts. This role is perfect for a results-driven professional who thrives on building scalable systems, exceeding goals, and empowering teams during periods of rapid growth.

#### **Dual Department Leadership Structure**

##### **Marketing Department Management**

- **Direct Reports:** Marketing Coordinator (who assigns tasks to the Marketing Specialist)
- **Collaboration:** Work closely with fractional CMO on strategic direction and campaign development
- **Focus:** Brand building, lead generation, and market penetration across Michigan markets

##### **Client Success Department Management**

- **Direct Reports:** Client Solutions Specialist and Operations Support Specialist
- **Personal Involvement:** Active participation in sales activities while building and scaling the team
- **Focus:** Client acquisition, conversion optimization, and relationship management

#### **Key Responsibilities**

##### **Marketing Leadership**

- Collaborate with fractional CMO to develop and execute comprehensive marketing strategies aligned with firm's statewide growth objectives and market opportunities
- Oversee brand management, ensuring consistent messaging across all channels, touchpoints and geographic locations
- Direct digital marketing initiatives including SEO/SEM, all forms of google advertising channels (google search ads, dynamic search ads, display advertising, Gmail ads, YouTube display ads, Video advertising, YouTube Shorts Ads, Video campaigns across Google Display Networks, Local Service Ads – location based, Local Search Ads – service-based businesses, Google Maps Ads, Google Discover Ads, Automated Campaigns, Smart Campaigns, paid google advertising, including PPC and LSA and Google geographic content marketing), email campaigns, and social media to support our growth target
- Manage Marketing Coordinator in tasking Marketing Specialist for campaign execution across channels, video production, content creation, and support for digital marketing initiatives

- Implement reputation management strategies to achieve Google review goals
- Analyze marketing performance metrics to optimize campaigns and demonstrate ROI
- Conduct sophisticated metrics analysis across all marketing channels, providing data-driven insights as directed by CEO and fractional CMO
- Drive lead generation strategies supporting growth of new legal teams
- Build scalable marketing systems that can rapidly adapt to new market entries into southeastern Michigan, mid-Michigan, and future expansion areas
- Manage marketing budget effectively to maximize impact while controlling costs

### **Sales Management**

- Lead business development team in achieving client acquisition targets through effective coaching, training and performance management
- Develop and implement client acquisition processes that increase efficiency and conversion rates to support client growth
- Establish client management strategies that retain and grow existing client and referral relationships
- Create sales forecast and reports to track progress against growth goals and inform strategic decisions as requested by CEO and fractional CMO
- Identify and pursue new business opportunities to expand market share across Michigan in alignment with firm strategic plan
- Build robust intake and client onboarding systems that can scale with rapid team growth
- Create training programs for sales team expansion as firm scales to support additional legal teams

### **Hands-On Sales Execution**

- Actively participate in sales activities, sharing sales duties while building team capacity
- Collaborate with CEO, fractional CMO and finance department to develop pricing strategies that maximize profitability while remaining competitive in various regional markets
- Handle high-stakes client consultations and complex case acquisitions
- Represent the firm at industry events and in key client meetings across the State
- Maintain personal sales targets while developing systems for team scalability
- Build referral relationships with attorneys in other practice areas, financial advisors, therapists, and community organizations
- Provide regular performance reports to executive leadership on progress toward growth targets

### **Rapid Scaling Operations Management**

- Design systems and processes to support additional legal teams
- Build scalable onboarding and training systems for both marketing and sales team expansion

- Develop metrics and reporting frameworks that can track performance across multiple teams and markets
- Create standard operating procedures that maintain quality and ethics during rapid growth
- Collaborate with legal team leadership to ensure marketing and sales efforts align with practice capacity

#### **Cross-Departmental Integration**

- Ensure seamless handoff between marketing lead generation and client success conversion
- Develop integrated reporting showing full client acquisition funnel from marketing touch to case retention
- Build communication systems between marketing and sales teams for optimal lead nurturing
- Create feedback loops from client success back to marketing for campaign optimization

#### **QUALIFICATIONS**

##### **Experience and Education**

- Bachelor's degree in Marketing, Business Administration, or related field; MBA preferred
- 6+ years of progressive experience in marketing and sales roles, with a least 3 years in management
- Proven track record managing both marketing and sales departments simultaneously
- Demonstrated ability to achieve significant revenue growth and market expansion
- Demonstrated ability to personally execute sales while building team capacity
- Experience with CRM systems, marketing automation tools and analytics platforms. Strong systems-building experience supporting multi-department operations
- Legal industry experience highly valued but not required
- Knowledge of family law client journey and decision-making during legal crises
- Experience with legal practice management and case capacity planning

##### **Sales & Marketing Excellence**

- High personal conversion rates in complex, consultative sales situations
- Sophisticated analytical skills with expertise in legal services metrics and ROI analysis
- Experience with fractional executive collaboration and strategic planning
- Proven ability to exceed goals while building scalable systems

##### **Rapid Growth Management**

- Experience supporting organizational scaling goals
- Ability to build systems that maintain quality during rapid expansion
- Track record of successful team building and leadership development
- Experience managing operations across multiple geographic markets

##### **Core Competencies**

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- **Strategic Vision & Execution** – Demonstrates ability to translate business objectives into actionable marketing and sales strategies with measurable outcomes across multiple markets
- **Data-Driven Decision Making** – Uses analytics and market intelligence to guide campaign development and client acquisition approach
- **Team Leadership** – Proven ability to recruit, develop and retain A-Players; creates a culture of excellence and accountability with recognition, support and candor
- **Client-Centric Focus** – Maintains deep understanding of client needs and legal service buying behaviors to inform marketing and sales approaches
- **Systematic Process Development** – Creates scalable, repeatable processes that drive consistent results and enable team success across multiple office locations
- **Cross-Functional Collaboration** – Works effectively with attorneys and staff across departments to align marketing and sales with broader organizational goals
- **Adaptability & Innovation** – Demonstrates agility in responding to market changes and implementing innovative solutions in the legal services marketplace

#### **A-Player Attributes:**

- Exceptional communication and presentation skills
- Strong analytical capabilities with data-driven decision-making approach
- Results-oriented with a track record of exceeding growth targets
- Excellent leadership abilities with focus on team development
- Strategic thinking with attention to tactical execution
- Adaptable problem-solver who thrives in dynamic environments
- High integrity and ethical standards essential for legal industry
- Positive mindset, comfortable with change and skilled in change management

#### **Job Scorecard**

##### **Objective:**

To develop and execute comprehensive marketing and sales strategies that drive brand awareness, client acquisition, and revenue growth while maintaining exceptional client relationships and team performances across our statewide practice.

##### **A-Player Outcomes (First 12 Months)**

- Increase qualified lead generation through implementation of data-driven marketing campaigns
- Support firm's goal of increasing total clients served
- Develop strategies to achieve Google reviews, enhancing the firm's digital reputation

- Develop and implement comprehensive statewide marketing plan with measurable KPIs and ROI tracking
- Build and mentor a high-performing marketing and sales team, with retention of A-Players
- Establish systematic processes for marketing campaign execution and client acquisition pipeline management
- Create and maintain strategic partnerships that expand market reach across key regions of Michigan

### **Collaboration & Reporting Structure**

#### **Fractional CMO Partnership**

- Regular strategic planning sessions and campaign development collaboration
- Joint responsibility for marketing ROI and lead generation metrics
- Shared accountability for brand development and market positioning
- Collaborative approach to marketing budget allocation and resource planning

#### **Executive Team Integration**

- Direct reporting on both marketing and sales department performance
- Regular updates on scaling progress and capacity planning
- Strategic input on expansion timing and market selection
- Cross-functional collaboration with legal team leadership

### **Growth Trajectory & Expansion Support**

#### **Scaling Metrics**

- Build systems to support growth of new clients
- Develop capacity planning models for marketing and sales resource allocation
- Create scalable training and onboarding systems for rapid team integration

#### **Market Expansion**

- Lead marketing and sales efforts for southeastern Michigan and Mid-Michigan expansion
- Develop replicable market entry strategies for future statewide growth
- Build local market presence while maintaining consistent brand standards
- Create systems for managing multi-location operations and team coordination

#### **What We Offer**

- Opportunity to build and lead dual departments during exciting expansion phase
- Collaborative partnership with experienced fractional CMO
- Platform to make significant impact on Michigan's family law landscape
- Competitive compensation package with performance incentives tied to scaling success
- Professional development opportunities in legal services marketing and sales leadership
- Chance to build something transformational while serving families in need

### **COMPENSATION & BENEFITS**

**Competitive Compensation Package**

- Base Salary Range: \$70,000-\$80,000 annually
- Competitive with state averages for combined marketing/sales leadership roles
- Performance Incentives tied to achievement of defined growth KPIs

**Comprehensive Benefits:**

- Medical, dental and vision insurance
- 401(k) retirement plan with employer matching
- Paid time off and holidays
- Professional development allowance
- Flexible work arrangements

**Application Process**

Our selection process is designed to identify team members who will excel in our organization:

1. Initial Application Review
2. Assessment of experience, qualifications and alignment with core values of empowerment, truth, respect, excellence, collaboration
3. Competency-Based Screening – Structured interview focused on core competencies and past performance
4. Assessment for culture fit
5. Interview – In depth chronological career history review
6. Reference verification – candidate arranged discussions with former supervisors
7. Owner Interview
8. Final Selection – comprehensive evaluation of all assessment data

To apply, please submit your resume, cover letter and completed work history form to [jhornbeck@wilsonkester.com](mailto:jhornbeck@wilsonkester.com).

This position offers the unique opportunity to lead both marketing and sales operations for a rapidly scaling family law firm that truly values respect, truth, excellence, collaboration, and empowerment while making a meaningful difference in the lives of families throughout Michigan.