

Manager of Client Engagement **Wilson Kester the Empowered Divorce Source**

About Our Firm: Join Michigan's most prestigious and innovative family law firm, where we're revolutionizing family law practice through relentless dedication to excellence and unwavering commitment to our core values. We're experiencing exceptional growth driven by our mission to transform lives and redefine what's possible in family law throughout the State of Michigan.

Our Vision: We empower people by equipping them with legal knowledge, leveling the legal playing field through exceptional advocacy and negotiation and helping our clients reframe to envision their strongest future.

Our Mission: To revolutionize family law in Michigan through relentless dedication to excellence and unwavering commitment to our core values. We empower families to transform challenges into opportunities for growth and renewal.

What We Offer

Leadership & Growth Opportunities

- Lead a rapidly expanding department with significant decision-making authority and access to necessary resources to drive growth objectives
- Shape the future of family law business development in Michigan
- Opportunity to advance to senior leadership as we grow together

Comprehensive Benefits

- Competitive base salary plus performance-based incentives based on experience
- Medical, dental, and vision insurance with premium employer contribution
- 401(k) retirement plan with company matching
- Generous paid time off

Unique Traverse City Advantages

- Lead a team in one of Michigan's most beautiful and desirable locations
- Access to year-round outdoor recreation and exceptional quality of life
- Strong work-life balance in a supportive, growing business community
- Seasonal flexibility and outdoor activity benefits

The Role

We're seeking a dynamic Manager of Sales for this full-time position to lead and scale our expanding sales department and coordinate sales activities with the marketing department located in Traverse City. This is an exceptional opportunity to build a world-class business development function while making a transformative impact on families throughout Michigan. You'll work alongside industry leaders in an environment that champions innovation, excellence, and collaborative success, driving sustainable growth for Michigan's fastest-growing family law firm.

- **Direct Reports:** Client Engagement Specialist, Operations Support Specialist, Client Care Coordinator
- **Collaboration:** Work closely with fractional CMO, CEO, and Marketing Manager and marketing team on strategic direction and campaign development
- **Personal Involvement:** Active participation in sales activities while building and scaling the team

- **Focus:** Client acquisition, conversion optimization, and relationship management

Key Responsibilities

Sales Management

- Lead business development team in achieving client acquisition targets through effective coaching, training and performance management, and ensuring all team members comply with ethical requirements for non-lawyer employees
- Develop and implement client acquisition processes that increase efficiency and conversion rates to support client growth, operating under attorney supervision to maintain clear boundaries between business development and legal practice
- Establish client management strategies that retain and grow existing client and referral relationships while preserving attorney-client privilege and confidentiality requirements in all client interactions
- Create sales forecast and reports to track progress against growth goals and inform strategic decisions as requested by CEO and fractional CMO, ensuring all client engagement communications comply with professional advertising regulations for attorneys
- Identify and pursue new business opportunities to expand market share across Michigan in alignment with firm strategic plan, focusing on connecting prospective clients with supportive services while protecting privileged communications
- Build robust intake and client onboarding systems that can scale with rapid team growth
- Create training programs for sales team expansion as firm scales coaching on the distinction between marketing legal services and practicing law, supported by the Managing Attorney and experts on ethical regulations for the legal profession

Operations and Sales Execution

- Actively participate in sales activities, sharing sales duties while building team capacity
- Support pricing strategy initiatives by providing frontline market feedback and competitive intelligence to executive team and finance department
- Represent the firm at industry events and in key client meetings across the state
- Maintain personal and team sales targets
- Develop systems for team scalability
- Develop strategic partnerships and referral networks with complementary professionals, community organizations, and industry stakeholders to expand client acquisition channels, increase market share, and identify additional resources that enhance comprehensive client service delivery.
- Provide regular performance reports to executive leadership on progress toward growth targets

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
- Create feedback loops from client success back to marketing for campaign optimization
- Collaborate with legal team to optimize client engagement processes

Other Duties

- This role will evolve to support firm strategic goals and optimize departmental effectiveness. As the firm grows, you may take on additional responsibilities that align with your skills and career development while contributing to cross-functional initiatives in marketing, sales, legal, or administrative areas that advance our strategic objectives

QUALIFICATIONS

Experience and Education

Required:

- 3+ years of progressive experience in sales roles, with a least 1 year in management
- Proven track record managing sales departments
- Demonstrated ability to personally execute sales while building team capacity

Preferred:

- Bachelor's degree in Sales, Marketing, Business Administration, or related field
- Experience with CRM systems, marketing automation tools and analytics platforms.
- Legal industry experience highly valued but not required

Core Competencies

- **Strategic Vision & Execution** – Demonstrates ability to translate business objectives into actionable sales strategies with measurable outcomes
- **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

Work Environment and Physical Demands

This role operates in a professional office environment. Employees will work indoors using standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines. The position is largely sedentary, involving tasks performed while sitting. Specific physical requirements include:

- Close visual acuity for tasks like preparing and analyzing data, transcribing, viewing a computer screen, and extensive reading.
- Ability to operate standard office equipment and keyboards.
- Walking short distances and occasional driving.
- Lifting and carrying small parcels and packages.
- Standing, walking, and sitting.
- Stooping, kneeling, bending, and crouching (lifting up to 25 pounds).

The firm has a documented dress code policy. As this role interfaces with clients virtually and in person, professional appearance and dress in accordance with company policy is always required.

Travel

Some travel (10%) may be required.

Affirmative Action/EEO Statement

Wilson Kester is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Wilson Kester does not discriminate on the basis of and protected characteristic under federal, state or local law.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time.