

Manager of Client Success & Engagement

Wilson Kester the Empowered Divorce Source

Team Builder & Strategic Leader

*Department - Client Success & Engagement
Based in Northern Michigan - Statewide*

Salary + Commission

Comprehensive Benefits: Medical, Dental, Vision, 401(k) matching, generous PTO & Flexible Schedule

Location: Remote, Preference – Northern Michigan

Our Mission: Our mission is to revolutionize family law in Michigan through relentless dedication to excellence and our unwavering commitment to our core values of empowerment, excellence, truth, respect, collaboration and results. We empower our clients through education, leveling the legal playing field and helping our clients transform their challenges into opportunities for growth and renewal.

The Role: We are building a high-performing Client Success & Engagement Department from the ground up to deliver exceptional family law services to clients who deserve the best.

This is your chance to create something extraordinary, lead with purpose and shape the future of Michigan's leading statewide family law firm. You will have the autonomy to design and implement systems, coach and develop a team and drive results and impact clients for a one of a kind family law experience. Your leadership will directly shape the success of the department. We're building a team that leads with heart, cares deeply about excellence and shows up with enthusiasm every day. A launchpad for your career - grow with us as we scale, where you will have the opportunity to take on greater responsibilities and expand your influence.

We are seeking an experienced manager to lead the strategic growth of our Client Success & Engagement Department. This role combines team leadership, systems development, and client-focused growth across Southeast Michigan, Northern Michigan, Grand Rapids, and expanding regions.

You'll have the rare opportunity to build a sales department from the beginning – developing our existing sales team who connect families with appropriate legal services during significant life transitions. Your role will be to design the systems, implement the tools and training and firmly root this department into a scaling, culture of excellence that is making a difference in the lives of Michigan's families. We're not just building a team – we're building a culture where people care about each other, strive for excellence and show up with enthusiasm every day. If you're someone who leads with heart and thrives in a high-energy, purpose-driven environment, this is the place for you.

You will also have the opportunity to develop and work alongside your team as you build it. This position requires both strategic vision for departmental growth and hands-on leadership to establish processes that ensure consistent, high-quality client experiences across all locations.

Why This Opportunity: Join a firm committed to expanding empowering family law legal services across Michigan. You'll have the resources and support to build a department that genuinely impacts families for a better life while achieving meaningful professional growth in a values-driven environment, and the opportunity to partner with a successful and established Marketing Department.

Key Responsibilities:

- Lead recruitment, training, and performance management of Client Success & Engagement Specialists and the growth of the Department, maintaining compliance with ethical requirements for non-attorney staff
- Design and implement scalable consultation processes that prioritize client education and informed decision-making, and growth of engagements, from intake through client onboarding
- Establish client management strategies that retain and grow existing client and referral relationships
- Actively participate in client engagement activities, sharing duties while building team capacity
- Ensure all client communications comply with regulations of the State Bar of Michigan
- Develop systems and workflows that maintain service consistency across multiple office locations
- Collaborate with legal teams to ensure seamless client transitions from initial consultation through case resolution and to optimize client engagement and retention processes
- Collaborate with Marketing Department in the creation of feedback loops for campaign optimization
- Manage departmental budget and resource allocation for growth initiatives
- Achieve personal and team performance goals focused on client engagement, efficiency, satisfaction, retention, and departmental growth
- Track and report on department performance and growth metrics to Leadership, creating sales forecasts and reports, in collaboration with the Director of Marketing, and as requested by Leadership
- Develop opportunities to expand market share across Michigan in alignment with the firm's strategic plans, to engage prospective clients with the firm's legal services and refer to firm empowerment ambassadors for additional supportive services

- Collaborate with departmental leaders in the development of programs that infuse our firm values of Empowerment, Truth, Excellence, Respect, Collaboration, and Results across all departments

Other Duties:

This role is also expected to evolve to support firm strategic goals and to 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.

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

What We're Looking For:

- Proven experience building and managing client-facing teams in professional services
- Track record of scaling operations across multiple locations or markets
- Strong background in consultative engagement strategies and team development
- Experience with CRM systems, process documentation, and performance analytics
- Commitment to client-centered service delivery in sensitive, high-stakes environments

Required Qualifications:

- **Experience.** Minimum 5-7 years of proven client engagement leadership experience, ideally in professional services, managing client-facing teams (legal, financial, healthcare or consulting preferred)
- **Team Building.** Demonstrated success in building, managing and scaling high-performing engagement teams
- **Sales Expertise.** Strong background in consultative sales and high-ticket engagement processes
- **CRM Proficiency.** Expertise in implementing, optimizing and managing CRMs (e.g. Lawmatics, Hubspot, Salesforce or similar)
- **Data-Driven.** Proven ability to use analytics, KPIs, and forecasting to drive decisions and manage pipelines
- **Coaching Skills.** Exceptional ability to coach, train and develop engagement team talent to achieve peak performance
- **Client-Centric.** Deep understanding of client success and engagement, with a focus on building trust and delivering value
- **Education.** Bachelor's degree in Business, Marketing, or a related field, e.g. Communications, Psychology preferred, with a solid understanding of sales, marketing and business operations principles
- **Certifications.** Relevant sales certifications (e.g. Sandler, Challenger, CRM) are a plus
- **Scaling.** Proven track record of scaling operations across multiple locations or markets
- **Project Management.** Strong project management and process development skills

- **Communication.** Excellent written and verbal communication skills
- **Emotional Intelligence.** Demonstrated ability to work sensitively with clients during stressful situations

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 client acquisition approaches
- **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 services 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 all departments to align Client Engagement and Development Department with broader organizational goals
- **Adaptability & Innovation** – Demonstrates agility in responding to market changes and implementing innovative solutions in the legal services marketplace

Key Performance Indicators:

- Achieve monthly and quarterly engagement targets through individual and team performance
- The department independently completes 100% of client onboarding processes
- Develop and implement scalable engagement systems within the first 90 days
- Maintain a client conversion rate of qualified leads after consultative sales conversation to 50%+
- Provide input to support Marketing Department to enable that Department to achieve lead to qualified lead percentage of 90%+
- Onboard and train new engagement representatives to full productivity within first 90 days of hire
- Grow and scale referral partnerships process initially by 30% in the first quarter
- Achieve semi-annual net promoter scores of 70+ or higher
- Successful collaboration and expansion with marketing department into new regional markets in accordance with annual strategic plan

Reporting Structure:

- Reports directly to: Chief Operating Officer
- Direct reports: Sales Department team
- Collaboration with: Marketing Director, Managing Attorney

Location & Work Arrangements:

We value flexibility and trust our leaders to deliver results. While we'd love for you to be in Traverse City during onboarding to immerse yourself in the culture and build the foundation, we're open to hybrid or remote arrangements afterward. For candidates near Grand Rapids or

within driving distance, hybrid is ideal, with periodic in-office collaborations. For remote candidates, periodic travel to Traverse City will be required to stay connected with the team and the mission.

Travel

Some travel may be required

Compensation & Benefits:

- Base salary
- Uncapped performance-based bonus based on results
- Comprehensive health, dental, and vision insurance
- 401(k) with company match
- Paid time off and holidays
- Professional development budget
- Flexible work arrangements

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, photocopies, 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, reviewing 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.

About Our Firm: We are Michigan's fastest-growing family law firm, currently serving clients across Southeast Michigan and Grand Rapids with plans for statewide expansion. Founded on principles of client empowerment and legal excellence, we've built our reputation by combining compassionate service with exceptional results. Our team of 25+ legal professionals is committed to transforming the family law experience through education, advocacy, and support.

Application Process: To apply, please submit:

- Current resume
- Cover letter detailing your experience scaling client-facing teams
- Three professional references
- Portfolio of process improvements or team-building initiatives (if available)

Timeline:

We seek to fill this role immediately upon completion of interview and selection process.

Equal Employment Opportunity Statement: Wilson Kester the Empowered Divorce Source is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Wilson Kester the Empowered Divorce Source does not discriminate based on the basis of a protected characteristic under federal, state or local law.

Contact Information: Jami Johnson, email: jami@wilsonkester.com, website: www.wilsonkester.com

Ready to build something meaningful? Help us expand access to the legal advocacy Michigan families deserve.