

JOHNSON ATTORNEYS GROUP

Business Development Director

We are a Plaintiff's boutique law firm in search of a Business Development Director. This position is responsible for all aspects of business development and marketing within the firm and supports all business development initiatives within the firm. This management will occur either through direct activities, direct reports, or delegation to staff.

Responsibilities include but are not limited to:

1. Develop, recommend, and manage the firm marketing plan.
2. Supervise marketing support personnel.
3. Support the firm, practice groups, and individual attorney's business development initiatives and programs.
4. Recommend markets and projects to pursue.
5. Track and follow-up firm marketing and business development leads.
6. Manage firm business relationships.
7. Direct internal and external firm marketing and business communications.
8. Represent the firm at trade shows and other events.
9. Manage marketing and business development events and activities.
10. Write the firm newsletter, e-newsletter, and social media content.
11. Update and maintain the firm website.
12. Develop and maintain the firm brochure.
13. Participate in the strategic planning process.
14. Hire, train, and coach marketing staff.

Experience is the most important requirement. The ideal Business Development Director will have 5 to 10 years of applicable experience in sales and/or marketing. Familiarity with the creative side of marketing and design is important. Priority will be given to those with an MBA degree.

To apply, please email your resume and cover letter in pdf format with the subject line: BD Director: LAST, FIRST NAME. Your cover letter should detail your expectations from this position, propose an idea that will generate leads, and specify the value you will bring to our firm.

We apologize in advance, but due to the volume of responses, we will only be able to contact qualified applicants who submit their resumes in the format we request. Qualified applicants will be contacted within a week of submission. Thank you for your interest and we wish you the best in your endeavors