



Sales Manager

This position serves as the primary marketing strategist and is responsible for developing, leading and implementing marketing and business development activities for assigned practice areas and firm wide industry initiatives. The position reports to the Litigation Sales Director and works closely with practice group, team and industry initiative leaders. Occasional travel to other firm offices and/or events required.

Location

This position can be filled in either of our Boston, MA, Chicago, IL, New York, NY, San Francisco, CA or Washington, DC offices.

Qualifications

- Bachelor's degree, preferably in Marketing, English, Political Science or Communications field, MBA a plus
- Minimum five years of experience in business development, sales or communications, preferably in a law firm or other professional service firm environment
- Ability to take an ownership approach to assigned areas
- Must be a creative, forward thinker capable of bringing new ideas to practice areas and client service teams
- Must possess leadership, mentoring, coaching and client-service skills; be a results- and detailed-oriented team player
- Excellent interpersonal, verbal and written communication skills
- Proficient with Microsoft Office suite and in using PowerPoint for effective client and prospect dialogues

Responsibilities

- Become knowledgeable with practice areas, clientele, sources of business and related resources for assigned practice groups and industry initiatives
- Lead the development and implementation of business plans for assigned practice groups and industry initiatives and track same
- Support league table submissions, awards and nominations



- Develop and maintain client service teams and regularly report progress
- Develop and monitor practice group and industry initiative budgets
- Develop and maintain collateral materials including deal or case lists, practice area descriptions, and Web site content
- Plan and participate in practice group, team, and industry initiative meetings and attend practice group, team, and industry initiative leader meetings
- Assist with responses to requests for proposals for new business
- Assist with integration of new practice group lateral hires and align with industry initiatives
- Seek opportunities to leverage and cross sell practice group, team, and industry initiative successes to other firm practice groups, offices and teams
- Work with practice group, team, and industry initiative leaders to strategize appropriate marketing initiatives, identify and participate in practice group and industry initiative research efforts, including identification of trends and issues, market intelligence, and other information as needed
- Work with Director of Media Relations and Communications to identify and develop opportunities to promote favorable results, key attorneys or other practice group and industry initiative successes
- Work with Data Specialist to create and maintain CRM databases and use database as needed
- Work with Regional Sales Managers to organize on-the-ground activities in other offices, such as seminars, events, and sponsorships
- Manage the day-to-day activities of a sales specialist

To apply for this position, please visit www.nixonpeabody.com/careers.asp or go to <http://selfapply.nixonpeabody.com>.

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