

## ***PRACTICE DEVELOPMENT MANAGER***

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Location: Kegler Brown Hill + Ritter, Columbus Office

Reports to: Director of Marketing

Direct Reports: Non-supervisory

Position: Full-time, Non-exempt/Hourly

Hours: 9:00 – 5:30 Monday – Friday

Some overtime may be required.

This is a strategic and hands-on role responsible for driving the growth and market positioning of the firm's practice groups and associated attorneys. This role partners closely with attorneys, practice leaders, and firm leadership to drive business development initiatives while also executing core marketing and communications activities. The position blends traditional business development support with marketing functions, such as event planning, content creation, and digital and social media management.

The ideal candidate is proactive, organized, and comfortable working in a fast-paced professional services environment, with the ability to think strategically while managing day-to-day execution.

### ***RESPONSIBILITIES:***

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- Practice Group + Business Development Support
  - Serve as the primary marketing and business development liaison for assigned practice groups
  - Support attorneys in client development activities, including pitch preparation, proposal drafting, and follow-up
  - Track and report on business development efforts, opportunities, and outcomes
  - Identify cross-selling and client expansion opportunities in coordination with firm leadership and other practice groups
  - Participate in the firm-wide marketing budget planning process, execution, and ongoing management
  - Prepare weekly summaries of new business to circulate internally
  
- Marketing Communications + Content Development
  - Collaborate with attorneys to develop written content, such as client alerts, articles, website content, and practice descriptions
  - Edit and manage submissions for internal and external publications, rankings, and directories

- Coordinate with internal teams or external vendors on design, branding, and messaging to ensure consistency with firm standards
- Maintain and update practice group content on the firm website and other digital platforms
- Author content for internal blog and intranet
- Events + Sponsorships
  - Plan, coordinate, and execute practice-specific events, including seminars, webinars, sponsorships, client receptions, and conference participation
  - Manage event logistics, timelines, budgets, and vendor relationships
  - Track attendance, follow-up, and recommend improvements for future initiatives
  - Support attorneys in maximizing business development opportunities related to events and sponsorships
- Digital Marketing + Social Media
  - Manage and execute social media activity in coordination with firm strategy and compliance guidelines
  - Draft and schedule posts highlighting thought leadership, firm news, events, and attorney achievements
  - Monitor engagement and platform performance and provide regular reporting and recommendations
  - Assist with email marketing campaigns and CRM initiatives, including mailing lists and campaign tracking

***JOB REQUIREMENTS AND QUALIFICATIONS:***

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To perform the job successfully, an individual should demonstrate the following competencies:

- Bachelor’s degree in marketing, communications, business, or a related field
- 2-3 years of experience in legal marketing, professional services marketing, or business development
- Demonstrated experience supporting attorneys or other professionals with business development initiatives
- Strong writing, editing, and proofreading skills
- Experience with event planning and execution

- Familiarity with digital marketing tools, social media platforms, CRM systems, Microsoft products including CoPilot, project management software (i.e. Monday.com), and content management systems
- Design skills including familiarity with Adobe Creative Cloud a plus
- Ability to manage multiple projects and deadlines simultaneously
- Strong interpersonal skills and the ability to build credibility with attorneys and firm leadership