



Your Experience at LaFleur Marketing Starts Here:

The LaFleur Marketing team is comprised of experienced, skilled, and creative marketing professionals. We partner with law firms, healthcare organizations, financial service firms, and other highly regulated businesses. Together, we aim to exceed expectations, grow clients' businesses, and provide data-driven solutions, to improve the digital marketing presence, that resonate with customers.

We are hiring a Senior Client Accounts Manager, who is a team player, to work as a direct line of contact between our legal clients and the internal team at LaFleur. Together we complete our mission to make the complex simple.

About The Job:

- **Job Title** – Senior Client Accounts Manager – Legal Team
- **Brief summary of the position** – As part of our team, the senior client accounts manager provides direct support to our clients in the legal industry while working side-by-side with talented writers, designers, developers, and other organizational stakeholders to deliver exceptional client experience; including but not limited to proactively identifying growth opportunities for our clients, advocating for their best interests, and collaborating with our creative teams.
- **Team** – The senior client accounts manager will work directly on our dedicated team with clients in the legal industry, as part of the Accounts department, with support from LaFleur's Director of Accounts.
- **Leadership Responsibilities** – Within the Team of Teams structure, the accounts managers may stand in as the Team Lead. This is not a supervisor role, but one who leads direction, setting an example for the team.
- Maintain company culture of accountability and clearly distribute information to the team members and stakeholders.
- Strong communication, problem-solving, organizational, and delegation skills.

- Ability to coach team members by leading my example to motivate while not a direct manager.

- **Hours of Work** – This is a full-time position working +/- 5% of 40 hours per week. LaFleur believes that people who have healthy personal lives have better work lives. We expect people to take ownership of their work, but that does not mean sacrificing their family, friends, and hobbies. Our entire team enjoys flexible work schedules, remote work options, and unlimited PTO.

- **Essential Functions** – The senior client accounts manager acts as an internal advocate for the clients and an external advocate for the LaFleur team. Responsibilities include:

- Owning the client relationships and establishing a good working relationship with relevant client stakeholders.
- Gaining a deep understanding of the legal industry plus each client's specific niche and strategic business goals.
- Identifying objectives and strategies that will help clients accomplish their goals.
- Maintaining consistent communication and managing client interaction and expectations through major project and account milestones.
- Searching for ways to maximize client budgets and opportunities to grow the account through increase retainer work or out-of-scope work.
- Reviewing regular reporting to see what's performing well and identifying campaign performance issues.
- Working closely with LaFleur team members to ensure client goals are met, make strategy modifications as needed and leverage all company tools and resources.
- Setting agendas and leading internal and external client meetings.
- Overseeing regular planning and reporting for accounts.
- Establishing and managing relationships with relevant third-party vendors.
- Assisting in the approval of client and third-party invoices.
- Following all state, local, and company rules and guidelines to ensure compliance for all clients and LaFleur.
- Additional duties may be assigned.

- **Special or particular requirements** – The senior client accounts manager role requires:

- Demonstrate the core values of LaFleur Marketing to commit to excellence, invest in what matters, value relationships, and act in good faith.

- Ability to think critically and exercise independent judgement and discretion.
 - High level of organizational skills, goal-orientation, self-motivation, and self-direction.
 - High emotional intelligence and able to anticipate client and internal team needs.
 - Ability to help prevent conflict where possible and resolve it when it does arise.
 - Collaborative working in cross-functional teams.
 - Excellent verbal and written skills with a keen attention to detail.
 - Knowledge of Microsoft 365, video conference software, time tracking and project management software, and Google Analytics.
 - Experience in highly regulated industries (tech, finance, legal, healthcare and others) is preferred.
 - Experience in face-paced agency setting is preferred
- **Qualifications** – Client accounts managers will have a love for client success and experience, a passion for collaboration, and proven analytical thinking skills. They'll also be versatile, empathetic, and fun. Additional qualifications include:
- A minimum of five years of relevant professional experience as an account manager in the marketing industry.
 - Professionals with experience in the legal industry (account manager, paralegal, etc.) are highly encouraged to apply (even if you do not have experience in the marketing industry).
- **Physical Requirements -**
- Prolonged periods in a stationary position (seated or standing).
 - May be required to lift up to 15 pounds at a time.

About LaFleur Marketing:

Vibrant workplace culture - We are a growing team of marketing professionals that embrace differences and learn from them. LaFleur encourages its team members to think, question, and improve themselves and our services. We tie everything we do back to our core values: We commit to excellence, invest in what matters, value relationships, and act in good faith. We expect all of our team members to uphold our core values as a representative of our company.

Why Work at LaFleur?

LaFleur aims to approach work differently with a team of highly motivated people with a focus on accountability and a true commitment to a life-friendly work environment. We were even recognized for this approach by being named as one of the Best and Brightest companies to work for in the nation and received the Michigan's 50 Companies to Watch award.

- Unlimited PTO
- Flexible scheduling
- Remote work option
- Health insurance
- Employer-funded LTD plan
- Employer-funded life insurance
- Retirement contributions
- Fully stocked fridge and pantry available to all employees
- Monthly volunteering opportunities

To apply for this position:

If you are interested in joining our team as a Marketing Account Manager, please prepare the following materials:

- Your most recent resume or CV.
- A cover letter with your application.
- Please send these materials and attachments via email to kyria.phenix@lafleur.marketing with the subject line "Senior Client Accounts Manager – Legal Team | Employment with LaFleur".

Thank you for your interest in joining our team at LaFleur Marketing!

More About LaFleur:

· All job requirements are subject to possible revision to reflect changes in the position requirements or to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a threat or risk to the health and safety of themselves or other employees. This job description in no way states or implies that these are the only duties to which will be required in this position. Employees will be required to follow other job-related duties as requested by their supervisor/manager (within guidelines and compliance with Federal and State Laws). Continued employment remains on an "at-will" basis.

· LaFleur Marketing is an Equal Opportunity Employer. We know that creativity flourishes when the team has diverse perspectives, backgrounds, experiences, and abilities. We recognize that diversity is everything that every individual brings to the table, and true inclusion is being included, valued, seen, and heard. LaFleur is committed to providing employees a work environment that is free of discrimination and harassment. All employment decisions (hiring, promoting, discipline, or discharge) at LaFleur are based on business needs, job requirements, individual qualifications and performance. We do not discriminate based on race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status, or any other basis covered by federal, state, or local law.