



Careers @

**FARRINGFORD
LEGAL**



JOB DESCRIPTION

Job Title: Business Development & Sales Manager

Location: WFH, need to travel to London regularly

Working Pattern: Part-time (2.5 days per week, including occasional evening events)

Salary: £20,000 - £30,000

Role Overview

We are seeking a commercially driven Business Development & Sales Manager with **law firm experience (ideally a qualified lawyer)** to build and manage a structured, repeatable pipeline of work across the firm, which directly drives revenue growth across priority areas

This is not a traditional legal BD support role. You will share ownership of **pipeline generation, outreach, and opportunity progression** with our founder/CEO. You will work closely with the Head of Marketing, who leads brand, positioning, and demand generation.

Working as a team with the founder you will act as the bridge between legal expertise and commercial opportunity, translating client needs, qualifying work, and ensuring our directors are engaged at the highest-value stage of the sales process.

Key Responsibilities

1. Pipeline Generation & Outreach

- Execute targeted outbound BD campaigns (LinkedIn, email, introductions)
- Generate a consistent flow of qualified meetings aligned to firm priorities
- Use insight-led, commercially relevant messaging (not generic legal outreach)
- Build relationships with prospects, clients, and referrers

2. CRM & Pipeline Management

- Own and manage the sales pipeline within HubSpot
- Track all activity, opportunities, and relationship development in HubSpot, ensuring it is the single point of truth for all live opportunities (deal value, expected close date, conversation progress etc)
- Maintain clear visibility on deal stages and next actions
- Ensure consistent and disciplined CRM usage by all users

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- Attend a weekly meeting with the Founder to discuss opportunities and to update HubSpot with founder deals
- Monitor ongoing 'client' inbox and transfer data to HubSpot

3. Opportunity Qualification & Conversion

- For your new contacts, you will qualify leads before director involvement (including assessing legal fit and commercial viability)
- Prepare directors for meetings (briefings, objectives, background)
- Attend key meetings where appropriate
- Drive post-meeting follow-up and momentum
- Coordinate and support proposal development through our proprietary BD process technology
- Actively manage opportunities through to conversion

4. Client Growth & Account Development

- Support structured client review processes
- Identify cross-selling and upselling opportunities across practice areas
- Work with team to expand existing client relationships
- Maintain ongoing contact with key clients where appropriate

5. Referral & Relationship Programme

- Working with marketing build and manage a structured referrer network (e.g. accountants, consultants)
- Maintain a consistent contact cadence with key referrers
- Track referral activity and identify high-value relationships
- Proactively identify opportunities to deepen relationships

6. FL-owned Event Execution & Follow-Up

- Work with Marketing on targeted FL-owned events and those created in partnership with referrers (e.g. roundtables/webinars etc)
- Working with CEO and Marketing, identify and prioritise attendees
- Attend FL owned events and lead relationship Follow-up personal contacts from events to convert attendees into opportunities.
- Follow up personally with any attendees showing engagement with post-event marketing activities

7. Non-FL Owned Event Execution & Follow-Up

- Identify and deputise for CEO at non-owned events in the SME and Legal sectors
- Follow-up with new prospects in a timely manner, ensuring contacts are incorporated into CRM

8. Collaboration with Marketing

- Work closely with the Head of Marketing on campaign priorities and focus areas
- Provide real-time market feedback to refine messaging and targeting
- Use marketing content and campaigns to support BD activity
- Ensure alignment between outbound BD and broader marketing strategy

What You Will Not Be Responsible For

- Writing marketing content or managing social media channels
- Designing campaigns or brand strategy
- General administrative support for partners

(These sit within the Marketing function)

Key Metrics (Success Measures)

TBC

Skills & Experience

Essential:

- Experience working within a law firm (fee-earning or BD role)
- Strong understanding of legal services and client needs
- Proven ability to build relationships and generate opportunities
- Experience managing pipelines and using CRM systems (ideally HubSpot)
- Commercial awareness and ability to assess the quality of an opportunity
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Highly Desirable:

- Qualified lawyer (current or former)
- Experience transitioning from fee-earning into BD/sales
- Experience in a growth-focused or entrepreneurial firm

Personal Attributes

- Commercially minded with strong legal intuition
- Credible with directors, consultants and senior clients
- Proactive, structured, and process-driven
- Persistent and resilient in outreach
- Able to translate legal expertise into client-relevant conversations

Why This Role Is Different

- Clear ownership of pipeline and revenue generation
- Strong marketing function already in place, no need to “do everything”
- High level of autonomy and direct impact on firm growth