

Job Title – Office Manager?

Listmates,

I'm in the process of hiring another staff member, a part-time marketing assistant.

As part of that, I want to put my current assistant in charge of everyday staff issues (scheduling, etc), purchasing for the office, and anything else I can delegate. I also want to give her a bigger role in dealing directly with clients.

I'm trying to think of an appropriate job title for her. I don't particularly care about these things, but she needs something for her email signature and business card, so it shows that she's not an attorney.

Her current title is "Legal Assistant."

Office Manager seems like the easy choice, but that sounds stodgy to me. And I want something that speaks directly to clients.

I've thought of:

Client Concierge
Client Liaison

Does anyone have a suggestion here?

Thanks!

I don't think "Office Manager" is "stodgy" at all. If she manages the office, she'll necessarily deal with client issues. I think it clearly conveys she has authority to make practical decisions, she has your ear, and she's not a lawyer.

-Rick

Richard J. Rutledge, Jr., North Carolina

SoloSez Popular Threads, November 2012

I combined my Marketing and Office Manager person. I gave her the title "Business Development Manager". She's in charge of Business Development (Marketing) and Business Management (Books, and Office stuff). She's happy, I'm happy.

Bob Arnold

Titles are often aimed at the external audience. If you want to give her credibility with clients, I like your Client Liaison title. Think about how you want to introduce her to a new client- the role she'll be playing, and go from there. Relationship Manager might work, as well. I like Business Manager more than Office Manager. Thinking about more- have you asked her for her ideas? Might get the best one yet.

Congratulations on adding leverage! Looking like a terrific 2013 ahead!

Barbara Nelson, New Jersey
Notta Lawyer. Business Coach.

What about Operations Manager? I can't give a rationale for it, but Office Manager sounds so retro, and as such, a little less than a respected role. Then again, I'm so retro, that I remember how that term was used 45-50 years ago. When I was it.

Miriam N. Jacobson, Pennsylvania

What about "bomb diggity"??

David Crosson, Pennsylvania

SoloSez Popular Threads, November 2012

Hey- just had a great conversation in the mastermind, someone was describing how her new assistant had really embraced the law firm and clients and already demonstrated that she felt part of the firm's success. One major factor was that one of the first projects the new assistant was given was to contact all of the lawyer's clients from the past 2 years- the inactive ones, to schedule a follow up call with the lawyer. The new assistant told the lawyer that she got a very good feel for the lawyer and the firm through talking to the past clients.

An unexpected side-effect of a marketing project aimed at deepening relationships and stirring up referrals from past client base. Love it.

Bomb-diggity.

Barbara Nelson
Notta Lawyer. Business Coach.
Writes badly and fast on sez serve. Elsewhere too.

If she knows what's in the offing, why not ask her what she thinks her new position should be called. As long as it's not "Boss", you're OK.

Tom Simchak, Texas

Thanks for all the suggestions.

I kicked it around with her, and we settled on "Case Manager."

Hopefully that will communicate to clients that she knows what's going on with their case and she can help them. Of course I'll tell them that too.
