



HILLS AT LAW, P.C.

Criminal Defense • Southwest Michigan

Client Advocate

Reports to: Senior Client Advocate

Pay Structure: Hourly, Non-Exempt

Job Summary

The Client Advocate serves as the initial point of contact for pre-qualified potential new clients (PNCs) and following up with those who have not yet engaged the firm's services. The Client Advocate aims to understand PNCs' goals and concerns, explain available services, and guide them toward informed decisions. Upon client engagement, the Client Advocate facilitates a smooth onboarding process and ensures a warm handoff to the legal team. Together, these roles enhance the firm's ability to deliver exceptional legal services while optimizing the time and resources of the legal team.

Responsibilities

- Conduct initial consultations with potential clients to gather information about their legal needs and assess case viability.
- Provide a welcoming and supportive experience by actively listening to clients' concerns and demonstrating empathy.
- Clearly explain available options and firm procedures in an accessible manner.
- Assist clients by completing intake forms, collecting necessary documents, and ensuring a smooth intake process.
- Collaborate with attorneys and legal staff to review client information and determine appropriate next steps.
- Maintain accurate records of client interactions and case details in the firm's case management system.
- Follow up with potential clients using a structured outreach process, including drip campaigns and regular check-ins.
- Work closely with internal teams to optimize the intake process and enhance the overall client experience.
- Participate in weekly meetings and ongoing training to stay updated on firm procedures and best practices.
- Perform other duties as assigned to support the firm's client intake and case management efforts.

Education: Requires a high school diploma or equivalent

Experience:

- Prior experience in legal intake, advocacy or customer service is helpful but not required.
- Ability to engage clients through a consultative, solution-focused approach — highlighting how our firm’s experience and track record make us the best choice to handle their legal challenges.
- Real life experience and a few “battle scars” to give you empathy and understanding is an asset. Experience overcoming a major obstacle in life and making an important positive change in your life, so you know at your core that others can do it too, is a plus.

Skills:

- Strong communication and interpersonal skills, with the ability to build rapport with clients from diverse backgrounds.
- Knowledge of criminal law terminology and procedures is preferred but not required.
- Excellent organizational skills and attention to detail.
- Ability to work independently and efficiently in a fast-paced environment.
- Commitment to upholding ethical standards and maintaining client confidentiality.

Position Success Metrics:

Success Metrics will be reviewed and adjusted periodically based on the needs of the Firm.

- A minimum of 40% of qualified PNCs engage the firm each month.
- 100% of new clients have a signed engagement agreement and money collected before work begins each week.
- 100% of PNCs that do not engage during the initial consult receive follow up within 3-business days (or as agreed to) each week.

Physical Requirements

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at a time.

Supervisor Signature: _____ Date: _____

Employee Signature: _____ Date: _____