

CRM Manager

Department: Marketing and Business Development (M&BD)

The firm

Bristows is a market leading law firm with a global client base across the life sciences and technology sectors. The firm has maintained its high standing in the market with the strength of our legal expertise and our unique firm culture driven by our core values.

Bristows is looking for a CRM Manager to own our CRM strategy and systems, supporting business development, client service, and revenue growth across the firm. This is a part-time role, ideally 3 days per week but with some flexibility over hours.

You'll manage adoption and engagement of our CRM and e-marketing tools, working closely with fee earners, the M&BD team, and other business services colleagues to keep client data accurate, useful, and well used across the firm. We're looking for someone with solid CRM experience (InterAction is essential), strong communication skills, and the drive to deliver a winning CRM approach that supports the firm's M&BD objectives

Key responsibilities

CRM

- Manage and continually develop the CRM platform (InterAction+ Hybrid Client/CIM), ensuring data accuracy and firmwide adoption
- Implement the M&BD strategy through CRM management and related tools
- Develop processes and reporting to capture and analyse client and business insights
- Segment clients for targeted marketing and support BD teams with client intelligence
- Enable fee earners to capture relationships and interactions effectively
- Own CRM processes and procedures, ensuring operational efficiency across the firm
- Maintain CRM data integrity, with robust data governance and GDPR compliance
- Troubleshoot and resolve user and system issues
- Drive firmwide initiatives to strengthen CRM adoption and best practice
- Deliver training and support on the CRM across all levels of seniority
- Review and maintain CRM documentation
- Manage vendor relationships with third-party account managers and consultants
- Stay up to date with and benchmark new technology with competitors and industry leaders
- Develop and monitor spend against budget

E-Marketing

- Manage the e-marketing platform, ensuring the right access and functionality for business teams
- Advise and support the M&BD team on e-communications and mailings, acting as point of escalation
- Help manage and improve mailing lists across practice groups
- Gather insights, statistics and metrics from e-marketing activity
- Train new users on the platform as needed

Wider M&BD

- Work as part of the wider M&BD team, contributing to projects beyond CRM and e-marketing
- Get involved in broader M&BD projects where CRM or client data expertise is useful
- Collaborate across M&BD and the wider firm where relevant to join up ways of working, data and systems

Skills & experience

- Experience as a CRM professional, ideally within a legal or professional services environment
- Solid knowledge of CRM systems (InterAction is essential), relationship intelligence, and e-marketing tools (Vuture preferred)
- Confident with Microsoft Office, particularly Excel and Outlook
- Experience of other tools such as Copilot, Power BI/Fabric would be helpful
- Strong analytical skills and comfortable working with data
- Clear, confident communicator, able to train and influence people at all levels of seniority
- Good written and oral communication with strong attention to detail
- Practical problem-solver, comfortable prioritising a varied workload across CRM, digital and M&BD projects
- Organised, with solid project management skills and the ability to meet deadlines
- High performing, collaborative team player
- Self-starter, comfortable with autonomy in a part-time role
- Ability to create and follow processes
- Results driven with hands on approach in ensuring delivery
- Professional, client service focused approach

Our values & culture

With around 300 staff and partners in total and one UK location, we are able to maintain a friendly atmosphere where everyone is able to get to know each other and many policies and practices can operate on a trust basis.

We are based in modern offices at Blackfriars and very much value face to face collaboration and the social element of working relationships. We have introduced a Remote Working Policy which enables staff to work in an agile way – we do not monitor attendance but ask that everyone spends more time in the office than out of it, typically three days a week for full time staff.

Our firm values, which we very much “live”, are Ambition, Bravery, Curiosity and Friendliness. These underpin all that we do across both our client work and our internal strategic decision making. None of our lawyers have billing targets which means we can focus on doing the best for our clients while also having the time and capacity to assist each other in a genuinely collaborative working culture.

Training & career progression

We aim to have a coaching culture with regular informal feedback to supplement the formal appraisal process. Mentoring schemes are available for fee earners while members of the HR team can provide personal coaching and guidance in non-legal and personal management skills.

Personal and professional development is much valued at all levels so we have a generous budget which enables us to meet most ad hoc requests for additional training.

Reward & benefits

Our salary and bonus structure reflects our absence of billing targets and collaborative culture and any bonus is paid as a simple percentage bonus across the whole firm. We have a flexible benefits package that is kept under regular review and is designed with the wellbeing of our staff and their families.

Diversity & inclusion

At Bristows we are committed to championing equality, diversity and inclusion for all, and we are a proud signatory of the Law Society’s Diversity and Inclusion Charter. As a firm, and as individuals, we do all we can to treat people fairly and with mutual respect. This commitment enriches our work and our working lives and has played a key part in our success over the years.

We have an active, partner-led Diversity & Inclusion group which runs awareness raising and educational initiatives in addition to ensuring that our policies and procedures remain inclusive.

It is our policy to provide equal opportunities for all employees and job applicants in relation to recruitment, selection, pay, training, working conditions and promotion opportunities regardless of age, disability, gender, gender affirmation, marital or civil partnership status, pregnancy, race, religion or belief and sexual orientation. For more information about EDI policies and practices at the firm, please [see here](#). For more information on our [firm values, see here](#).

