

EnergiseLegal case study

Firms/Human Resources/Employer Branding

Employer brand research

The Brief

- Successful established regional law firm with multiple offices and 200 staff wanted to build their appeal to attract talent to the firm.
- No employer brand in place, basic careers page and use of social media, e.g. Twitter, FaceBook Professional Page and LinkedIn company page minimal.

Our Role

- Individual interviews with a sample of staff from different departments, both fee earners and support staff about why they chose the firm.
- Telephone interviews with recruiters – insights from their perspectives about how they and candidates perceive the firm vs. local competitors.
- Research about award winning and best practice law firms in employer brand.
- Uncover insights about competitors' approaches, strengths and weaknesses to leverage to our client's advantage.

The Result

- Report with recommendations to inform their employer brand.
- Greater on-brand social media activity to attract talent.
- A higher volume of content shared in social media about staff and why the firm is a great place to work.
- Engaging content showcasing staff who have different qualification routes to training contracts, e.g. Cilix.



- A campaign linking with 100 years of women in law #womeninlaw featuring different women solicitors in the firm.
- A striking people focused image for the firm's name on the firm's FaceBook professional page and Twitter profile visually and engagingly bringing to life how the firm's lovely people and friendly culture makes it an employer of choice and fabulous place to work.