



# Disrupting recruitment at Gowling WLG.

## SUCCESS STORY

Created by the merger of two large, established law firms, **Gowling WLG** needed to refine its recruitment and talent management processes to match its new scale and scope. Head of Resourcing Jo Franklin and Resourcing Specialist Chris Lake knew that crafting a new talent strategy in a sector where firms relied heavily on recruitment agencies and traditional approaches would be challenging. The team leveraged LinkedIn to build its employer brand and successfully ramped an in-house recruitment strategy with LinkedIn Recruiter.

41%

Decrease in cost per hire

30%

Reduction in time-to-hire

100%

Retention of employees sourced via LinkedIn



## THE CHALLENGE

# Building a unique brand

Competing with the world's top legal brands for talent, Gowling WLG needed a new, distinct brand identity. To build its employer brand, Franklin and Lake wanted to craft a strategy for sharing content that focused on employees and the work culture. They also wanted to reduce the firm's reliance on recruitment agencies and bring recruiting in house.

## THE SOLUTION

# Developing a people-focused content strategy

After creating a branding campaign focused on employees, the team worked to ramp the firm's footprint—and its employer brand—on LinkedIn. Their [LinkedIn Career Page](#) conveyed the brand proposition and served as a content hub to attract and inspire candidates. Internal LinkedIn training sessions focused on successes employees had engaging candidates and prospects by sharing content. The firm brought recruiting in house with [LinkedIn Recruiter](#), using keywords to map talent markets and then leveraging InMail to reach out to candidates.

“

With LinkedIn, we map talent markets using keywords, work with the business to identify prospects who could add value, and use InMail to reach out to them. We find that LinkedIn is a great way to approach people more softly and determine whether they are interested before picking up the phone and having a conversation.



**Jo Franklin**

Head of Resourcing  
Gowling WLG

[Learn more](#)