



Pinsent Masons

# Case closed: Pinsent Masons uses talent solutions to propel employer brand

## SUCCESS STORY

**Pinsent Masons** is a commercial business with "law at its core". But how does a global firm create an employer brand that challenges pre-conceived ideas about corporate law and plant a seed in a candidate's mind even before the perfect job role becomes available?

Pinsent Masons is an international law firm with a reputation for delivering high-quality legal advice. However, it does not just deploy lawyers to solve clients' problems. It delivers a professional service with law at its heart. Therefore, its employer brand has to reflect that too. By working with LinkedIn, utilising the global platform's Talent Solutions Enterprise Programme, combined with LinkedIn Media Tools, Pinsent Masons has successfully built an employer brand that has attracted an unrivalled talent pipeline.



### Greater engagement

By creating an employer brand "filled with purpose", Pinsent Masons has achieved 2.3 X engagement compared to other UK law firms.



### Year-on-year growth

Over the last 12 months, engagement levels within targeted talent pools have increased by more than 70%.



### Pushing forward

Real-time data and always-on media tools ensure that Pinsent Masons is way ahead.



## THE CHALLENGE

### Creating an employer brand that stands out

Pinsent Masons wished to build on its reputation as an employer of choice by enabling its TA team and developing its employer brand to support its talent attraction goals. LinkedIn's Talent Solutions Enterprise Programme provided the tools the TA team needed plus LinkedIn's Recruitment Marketing options enabled the company to showcase and promote a brand that championed change and promoted progress. It was important for Clare Vasey, Head of Lateral Recruitment at Pinsent Masons, to find a solution that would "show and tell" candidates how the business is purpose-led and showcase Pinsent Masons' five core values: Do the right thing; Push the boundaries; Grow together; Find the spark and Bring our humanity.

## THE SOLUTION

### Content-driven progress

Pinsent Masons does not class itself as a traditional law firm. So, in order to attract the best talent, Pinsent Masons decided to change its approach to recruitment. By investing in an employer branding strategy and by working in partnership with LinkedIn, Pinsent Masons has pushed boundaries. In 2018, for example, Pinsent Masons was the first law firm to be ranked on the Stonewall Index before climbing to the number one spot in 2019. The company's groundbreaking HR, corporate responsibility, flexible working, diversity and inclusivity policies have propelled the business. All of which is promoted through dedicated content on LinkedIn.

The partnership with LinkedIn has been key, allowing the company to access the products it needs, when it needs them. That flexibility has really made a big difference. Data provided by LinkedIn allows Pinsent Masons to see the effect that the business is having. Without such insight, Pinsent Masons would not be able to see which content and what campaigns are working.

Data and constant feedback from LinkedIn ensures that Pinsent Masons pushes forward. The global business can see progress. By developing the employer brand, Pinsent Masons is front of mind and ahead of the field.

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I don't call LinkedIn a supplier, I call them a key partner because I see what we have with them is a true partnership. LinkedIn continues to advise Pinsent Masons on what they think we should do because they want us to be successful too. They are a key partner that we will continue to invest in.



Clare Vasey

Head of Lateral Recruitment  
Pinsent Masons

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