

Gilbert + Tobin

# Graduate Recruitment Magazine



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Jodene Jackson  
Marketing Director,  
Gilbert + Tobin

## Client Challenge

Gilbert + Tobin has come a long way in just 20 years, growing from a small two-partner start-up to becoming one of Australia’s pre-eminent law firms. With a team of approximately 400 partners, lawyers and staff, Gilbert + Tobin is recognised for its excellence, creativity and passion in corporate law and the provision of pro bono services.

Having joined the ranks of the top firms, Gilbert + Tobin now competes with the nation’s other – and often much larger – top-tier firms in attracting the brightest law students from around the country and overseas. “It’s a really competitive process where most of the people we interview are interviewing with at least five or six other firms,” says Jodene Jackson, the firm’s Head of Marketing. “Our potential recruits are the top percentage of law students so they have choices on where they can go.”

After analysing its identity and employment proposition, Gilbert + Tobin is very clear about the value and career path it offers to graduates. The challenge is to communicate that value clearly and persuasively throughout the graduate recruitment process and to differentiate what the firm stands for from the other firms competing for graduates.

## Our Solution

Editor Group has worked with Gilbert + Tobin for more than seven years, helping the firm not only with recruitment but newsletters, brochures, tenders, speeches, articles and other material. It has also provided writing and media training to the firm.

To meet Gilbert + Tobin’s needs for the graduate recruitment program, we worked with leading agency Design Animals to develop and produce an innovative graduate magazine that tells the firm’s story and promotes its benefits in a detailed, lively and engaging way. The magazine is produced in print and repurposed online.

To clarify and strengthen Gilbert + Tobin’s employment branding, Design Animals came up with the concept of “G+T and me” using the branding “+ me”. The magazine itself contains feature articles and news stories that have explored the firm’s history and practice areas, as well as capturing the spirit and ethos of the firm. For the latest issue, Editor Group interviewed partners, wrote three feature articles, edited material supplied by the firm and then provided proofreading to complete the 48-page glossy title.

The magazine has had a positive impact for the firm. “We’ve definitely improved our identity in the graduate market,” says Jodene. “We feel what we have achieved is a consistent experience of who we are and we have been able to articulate that much more clearly than we have in the past. We’re now a lot stronger about who we are and the benefit is law students have more sense of whether this is the firm for them.”

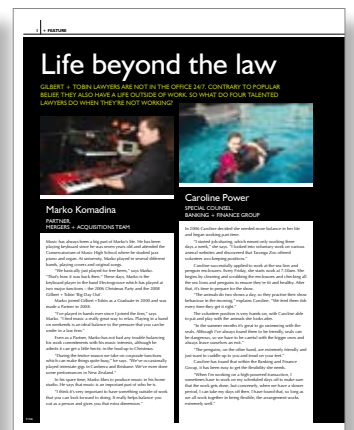
## Working with Editor Group

The longer Editor Group has worked with Gilbert + Tobin, the more value we have been able to add. According to Jodene, “Editor Group knows our product and business very well. That understanding translates to an easy working relationship. When we say these are the key messages we’d like to promote, we get that succinctly from Editor Group because they do understand us.”

The Editor Group team also provides essential capacity and a fresh perspective when the firm’s marketing team has to deliver significant projects.

“We are a small team so we often require additional support,” says Jodene. “I can outline where I want the copy to go then hand it over. The depth Editor Group has of understanding who we are really shows. It is also great to get a fresh pair of eyes and a fresh perspective on editing and proofreading.”

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## FURTHER INFORMATION

To learn more about Gilbert +Tobin, see [www.gtlaw.com.au](http://www.gtlaw.com.au)  
For information on Editor Group, see [www.editorgroup.com](http://www.editorgroup.com)