

# **Attracting and Retaining Employees in a Law Firm Environment**

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## 1. ATTRACTING EMPLOYEES

Attracting great employees starts with the recruitment process. How do you attract the right people? In Alberta, we are fortunate to have many experienced legal staff available in our market, however finding the candidates that are the best fit for our respective firms can be challenging.

A job description is a good place to start and is the first step in attracting the right candidates to your firm. A job description is a basic document that outlines the following key items:

- What your firm does and what you want candidates to know about your firm;
- A position overview that describes what you are looking for and what the candidate would be responsible for;
- A description of the soft skills, along with a summary of the key qualifications and education requirements the ideal candidate would have.
- A summarized description of salary range, benefits, vacation, which will assist in featuring the job as something candidates would want to apply for;
- Finally, where do you want the candidates to send their résumés?

Posting the job is the next step in the process in order to get the word out that your firm is hiring. As attracting the right candidate is important, so where you decide to recruit from can make a difference in the quality of résumés you will receive. In the age of social media, there are many online job postings sites at your disposal that are free or at a nominal cost. Posting your ad which would be your job description first and foremost on your firm website is the first step. Then post the link to the job description from firm website on sites like Twitter, and LinkedIn, both are free and gets the word out that you are hiring. Alternatively you can post the actual job description on Monster.ca, or Workopolis. All are reputable ways to receive interest from candidates you want to hear from and typically yield some good quality candidates.

If you have exhausted your own efforts to no avail, it may be time to enlist the assistance of a reputable legal recruiter. In Alberta there are many legal recruiters to choose from, but you should always know who you are using and something about how they get the candidates they are presenting to you. They must adhere to the CASL rules as they are representing as an extension of your company under contract. Make it clear to the recruiter that you will use them with non-exclusivity as a condition as some will try to hold you to using only their services or lay claim on a