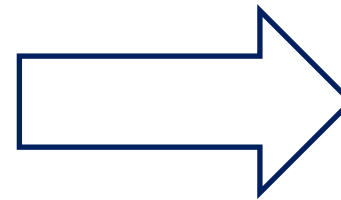


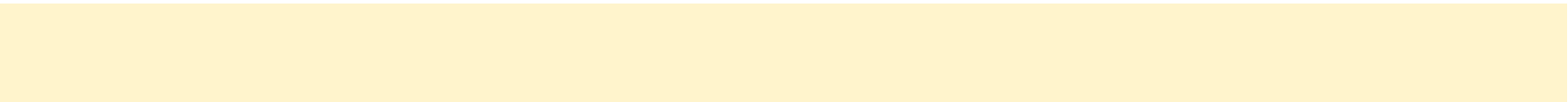
# INNOVATIVE APPROACHES TO RECRUITMENT: EMPLOYER BRANDING AND IMPORTANCE OF EFFECTIVE MANAGEMENT

**Vaida Petravičienė**  
International Expert

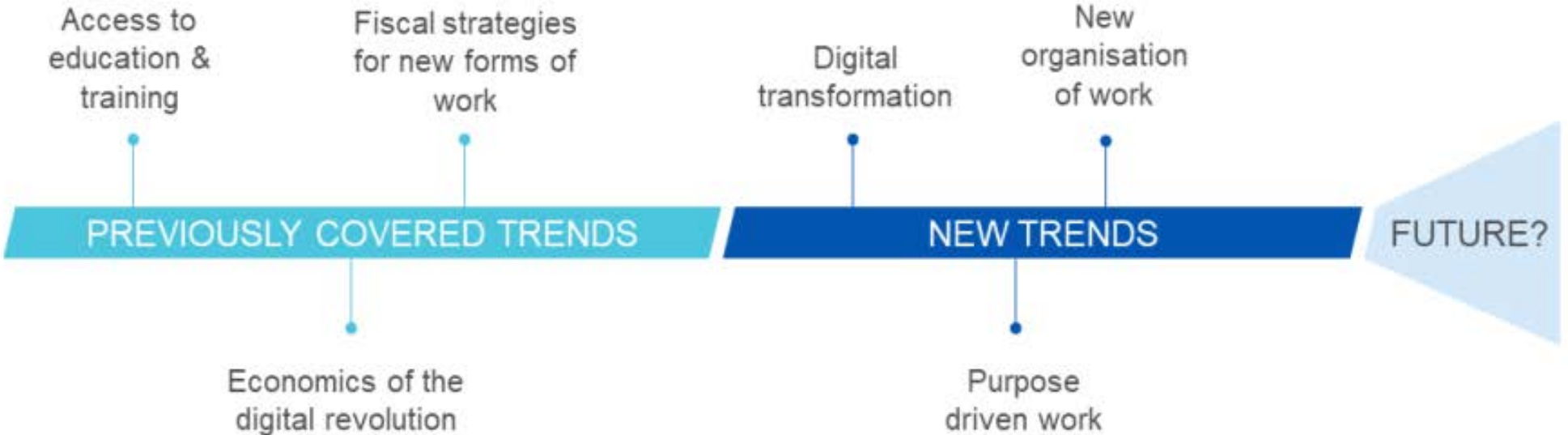
# ATTRACT. RETAIN. MOTIVATE.



- Limited Budgets
- Maintaining the Image of Organization
- Intense Competition for Specialists
- Changing Expectations of Employees
- Impact of ICT



# MEGATRENDS



[EU Commission Competence Center on foresight Changing nature of work](#)

# WHY COURTS?



**Mission: Protect People Rights and Implement Justice**



**People with Strong Ethics and Motivation**



**Public Trust and Respect**



**Stability and Job Security**



**Professionalism**



# EMPLOYER BRANDING IN THE JUDICIARY

## Effective Communication about Court as an Employer:

- **Positive Messaging – Judiciary a Stable and Rewarding Career Choice**
- **Proactive Outreach – Appropriate Communication Channels**
- **Audience-Specific Communication – Tailored Recruitment Messages**



# EMPLOYER BRANDING IN THE JUDICIARY

## Effective Communication about Court as an Employer:

- Value Driven Approach – Emphasize Judiciary Mission, Importance in Time of Crisis
- All Level Involved – Engage Representatives at All Levels—Self-Governance Bodies, Court Presidents, Judges and Staff





# INNOVATIVE RECRUITMENT INITIATIVES

## Social-Advertising Initiatives

- An Hour with a Judge on Social Media
- Judges Influencers – Judiciary Ambassadors
- A Day With A Judge – Student spending a week in Daily Work with a Judge



[www.teismai.lt](http://www.teismai.lt); [www.lat.lt](http://www.lat.lt);

# INNOVATIVE RECRUITMENT INITIATIVES

## Social-Advertising Initiatives

- People to People – Judges participating in Public Events
- Judiciary participating in Student/ Career Days
- Open Court Days
- Volunteers in Courts
- Judges in Schools





# TIPS FOR JUDICIARY HR POLICY



Judiciary takes part in legal education



Transparent and Clear Conditions



Open Data of Activities



**Proactive Change Communication:**

- Communicate changes and their impact on employees;
- Involve all levels, from top managers to HR personnel;
- Be active in showing the system's role in reforms.

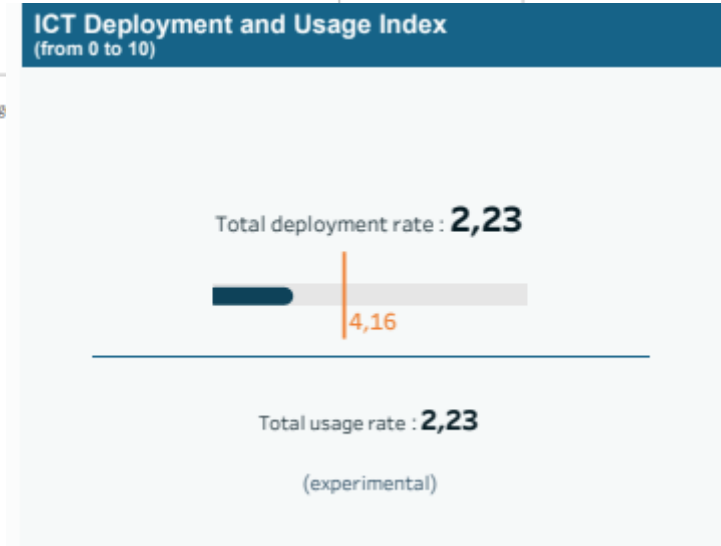
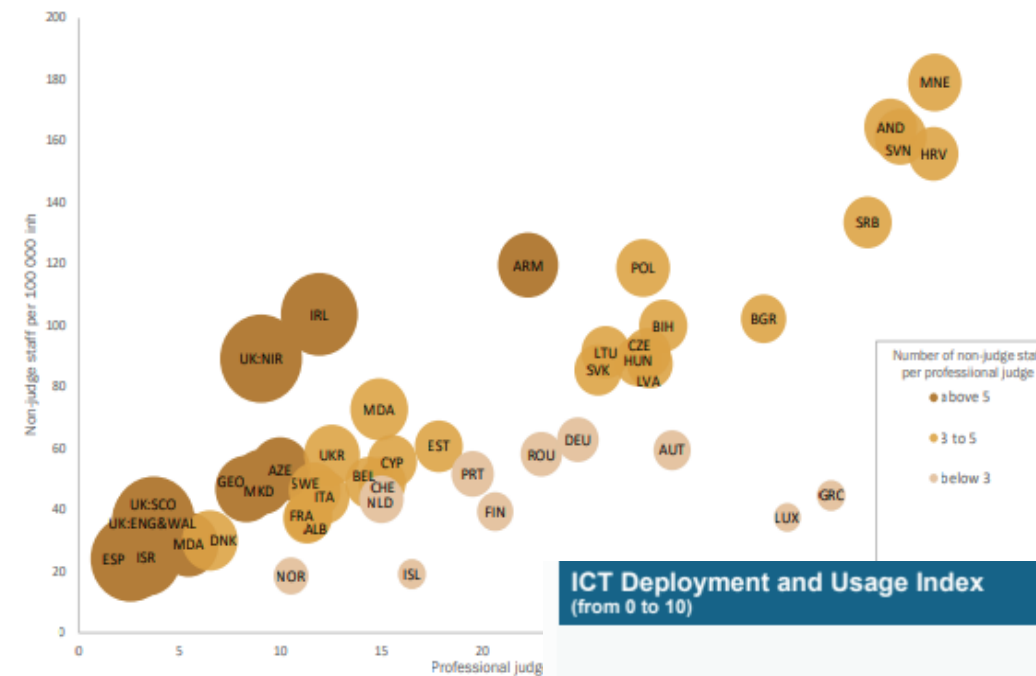
# EFFECTIVE MANAGEMENT

Vision is a Guarantee for Stability

Optimization/ Review of Functions

Digitalization/ Automatization/ AI Perspectives

Figure 3.13 Non-judge staff compared with the number of professional judges per 100 000 inhabitants; non-judge staff per professional judge in 2022 (Q1, Q46, Q52)



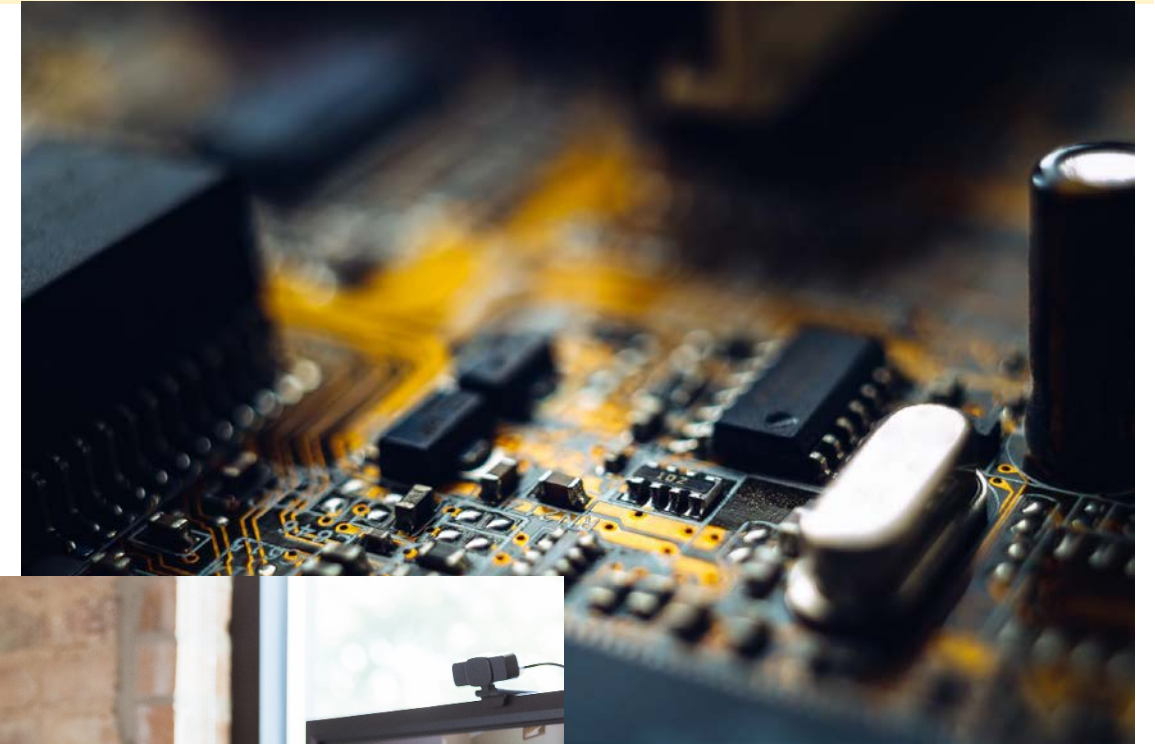
# EFFECTIVE MANAGEMENT

Shared Resources/ Centralization of Functions

Outsourcing Services

Flexible Work Arrangements

Communication on Change Management





# DIRECTION



# Thank you!