

Massachusetts Trial Court

# In our court, every player has an impact.

2022

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The Massachusetts Trial Court joined forces with ASG to help increase awareness of the Trial Court as an employer of choice and encourage new applications. To achieve this, ASG launched a multichannel marketing campaign framing the Office as an employer of choice with a strong mission and vision. ASG began with an in-depth Discovery with a landscape analysis, social media audit, 2 brand pyramid workshops with stakeholders, and a survey of 650 employees of varying departments and levels of tenure and responsibilities. The resultant employer value proposition informed creative development and the media strategy. The integrated media campaign included radio spots, digital platforms, print ads, and website banners to maximize visibility.

## DISCOVERY

## SURVEY

**650**

Responses from employees of varying departments, levels of tenure, and responsibilities.

## TOP HIGHLIGHTED NEEDS

Benefits/ Growth  
Workplace Improvements  
Leadership



## EMPLOYEE & EMPLOYER VALUE PROPOSITION:

Developed through survey feedback and stakeholder workshops

### Serve your future

Focus on career growth, employer benefits & job security



Employee  
& Employer  
Value  
Proposition

### Serve community

Practice a shared belief, commitment to the cause, value connection & impact in the community

### Serve justice

Bring equity, dignity & fairness to those seeking justice, work that restores peace & stability in the community

## DIGITAL PAID ADVERTISING

### GOOGLE DISPLAY AD

**33k**  
Total ad impressions

**24.3k**  
Total link clicks to the website

### LINKEDIN AD

**2.7M**  
Total ad impressions

**1.7k**  
Total link clicks to the website





Homepage

trialcourtjobs.mass.gov/homepage

Massachusetts Court System

Massachusetts Trial Court

BENEFITS DIVERSITY, EQUITY, & INCLUSION SEARCH JOBS YOUR SETTINGS

**WELCOME TO OUR CAREER SITE!**  
Apply for jobs in the court system

We are constantly seeking candidates who are dedicated to making a change through public service. The Massachusetts Trial Court strives to provide a fair and equitable forum for resolving disputes and administering court services that affect millions of people every day. As one of three branches of government, the public's confidence in the judiciary is a critical ingredient in their trust in government. All employees are key players in our court. Are you ready to join our team?

Compensation and Benefits

10:22 AM  
5/23/2023

## CAREER PAGE

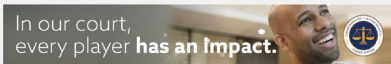
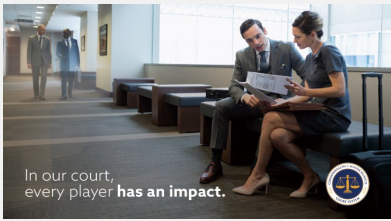
New Users  
**15.7k**

Total Users  
**15.8k**

Engaged Sessions  
**16k**

Total Sessions  
**30.4k**





## MEDIA BUY

Our campaign exceeded our goal number of impressions by **142.8%**.

**4.3M**  
Web banner digital impressions

**1.5M**  
Radio impressions

**4.8K**  
Link clicks to the website

**3.1K**  
Print circulations

Total radio spots – **1,141 radio spots**, exceeding our goal of 755 spots.

 [CLICK HERE TO LISTEN](#)

COMMONWEALTH OF MASSACHUSETTS  
TRIAL COURT SYSTEM

En nuestra corte,  
cada jugador **tiene un impacto positivo.**

Si quieres un trabajo que te ofrezca más y tener un impacto en tu comunidad, ¡Massachusetts Trial Court está contratando! Buscamos a personas talentosas y motivadas, comprometidas con proveer igualdad de acceso a la justicia en un ambiente seguro y digno. Ya seas abogado, oficial de libertad condicional, oficial de la corte, intérprete o estés en el comienzo de tu carrera, puedes encontrar tu camino en el Trial Court. Ofrecemos salarios y beneficios competitivos y un ambiente diverso e inclusivo. ¡Aplica ahora en [trialcourtjobs.mass.gov](http://trialcourtjobs.mass.gov) y no esperes más para tener un impacto!



Massachusetts Trial Court es un empleador de acción afirmativa que proporciona igualdad de oportunidades en empleos estatales a todas las personas. No se negará a ninguna persona la igualdad de acceso por motivos de raza, credo, color, religión, nacionalidad, ascendencia, sexo, orientación sexual, edad, embarazo, condición militar o de veterano, discapacidad física o mental o información genética. Si necesitas una acomodación razonable o tienes alguna pregunta o inquietud acerca de recibir un trato justo e igualitario, contacta al equipo de Recursos Humanos en [reasonableaccommodation@jud.state.ma.us](mailto:reasonableaccommodation@jud.state.ma.us).

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Overall, the ASG campaign resulted in a **52%** increase in monthly average applications.





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