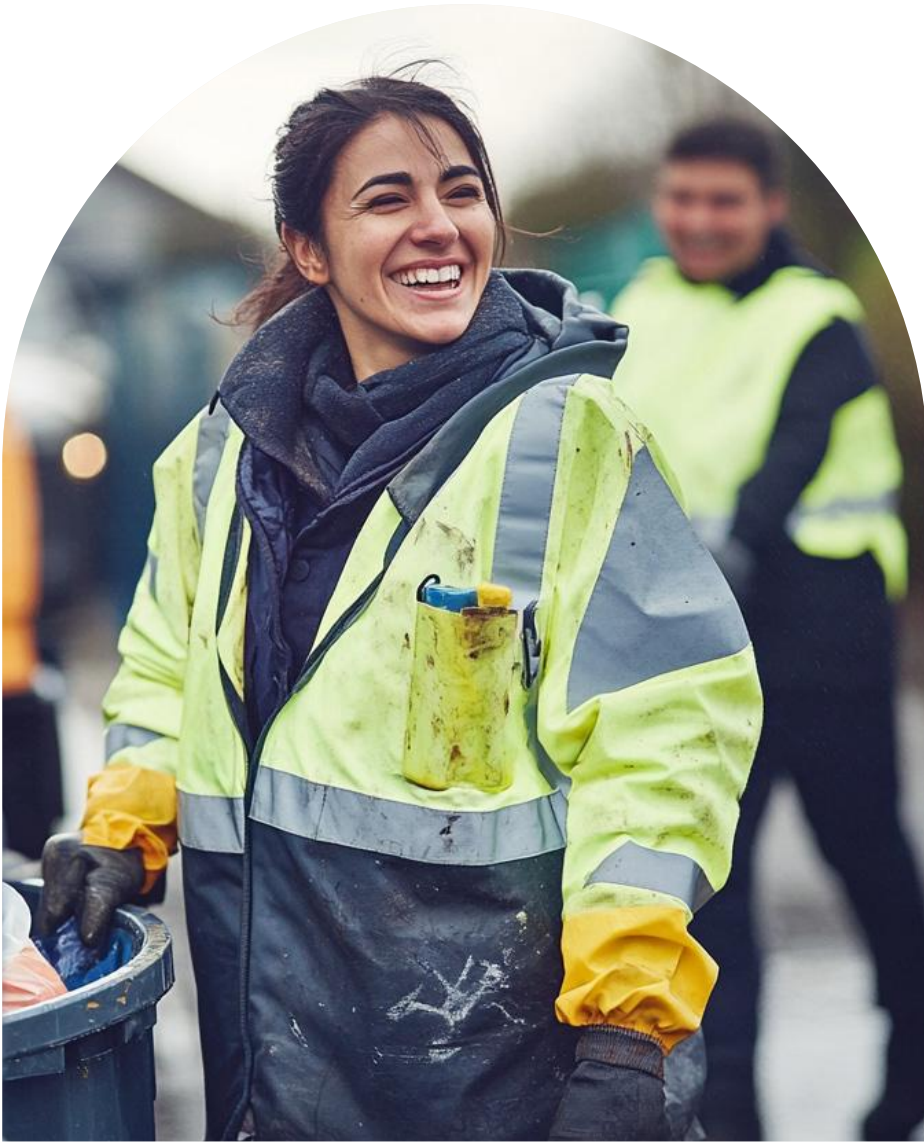


Gen-Z Recruitment Campaign debrief

15th July 2025



An opportunity to reflect:

- on the campaign impact
- on what we've learnt
- on where we go now

Campaign review

A pilot project:

Can a recruitment campaign tailored specifically for them encourage Gen-Z to consider and apply for jobs in Local Authorities?

ADEPT

Association of Directors of
Environment, Economy, Planning & Transport



Department
for Transport



MHA 

Midlands Highway Alliance Plus



BARNSLEY
Metropolitan Borough Council



South Gloucestershire
Council



London Borough
of Hounslow



OXFORDSHIRE
COUNTY COUNCIL



PLYMOUTH
CITY COUNCIL

THE ORIGINAL PROBLEM

<11%

of Local Authority
employees are
under 30.

THE VISUAL WORLD OF 'PLACE'

National Careers Service
Explore careers Skills assessment Find a course Contact us Action plans Careers advice

BETA Complete an independent survey to [give us feedback](#) about our website.

Seasonal work: advice for finding work this summer

Home: Explore careers > Bin worker

Bin worker

Refuse collector, waste operative, recycling collector, bin loader

Bin workers remove waste and recycling from homes or businesses.

Average salary (a year) £25,000 Typical hours (a week) 38 to 40 a week You could work evenings / weekends / bank holidays on shifts

We're recruiting

[Apply](#)

EASTLEIGH BOROUGH COUNCIL

We've moved...
Click here to visit our new jobs website!

EASTSUFFOLK COUNCIL
Suffolk Jobs Direct



LGO jobs.com
Local Government jobs

Chief Executive

[Apply](#)

[Bookmark job](#)

Forest of Dean District Council

Coledford / agile working

Permanent

Up to £110,000 per annum

Published on 5 May 2023

Search more jobs >

Share this job now

[f](#) [t](#) [in](#)

< Go back

Forest of Dean DISTRICT COUNCIL

Chief Executive

Up to £110,000 per annum

An exciting time to join Forest of Dean District Council

Our district is already a special place, but we need to do more to sustain and enrich our area by making it an even better place to live, learn, do business and enjoy.

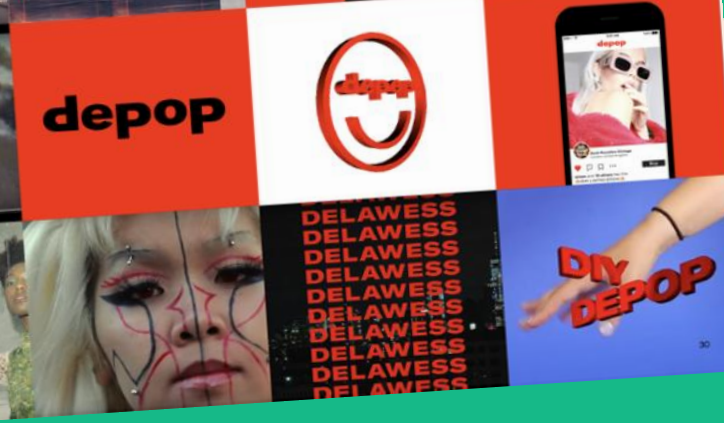
To do this successfully we need to build on its rich cultural and economic heritage and to nurture the area, its unique natural environment and amazing people. We want the Forest of Dean district to be a place where residents have a fantastic quality of life and feel secure in their communities – creating a draw for industry to nestle amongst the wild spaces.





A modern, connected Forest with deep cultural roots and a proud history. So join us to celebrate this wonderful area; its towns, its communities, and help them thrive, by delivering good quality well paid jobs, enhancing its education provision, improving housing options and the social mobility of our young people.

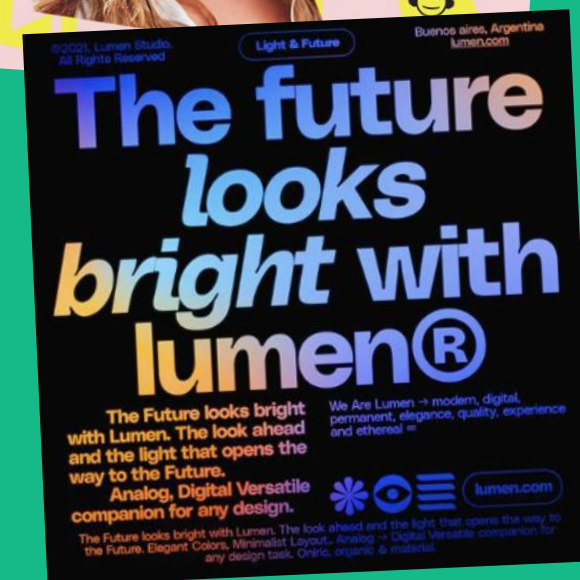
About the role

As Chief Executive, you'll be a pivotal part of the representation, promotion and orchestration of the District Council in delivering social, economic and environmental wellbeing of the area.

THE VISUAL WORLD OF GEN-Z



This is \longrightarrow Nike's  \longrightarrow Space Hippie__http
Visual Design  for the
digital  ecosystem
of * Space  Hippie



JUST WHO ARE GEN-Z?

And what do
they want?

SUMMARY OF FOCUS GROUP FINDINGS

The ascendancy
of self-fulfillment

Convenience (nearly)
always wins

A job, a career
or a stopgap:
aspirations
can be fluid

Local Authorities' potential appeal is well hidden

Desire for flexibility not just a family stage thing

So as a result of our campaign we wanted them to...

Think

I didn't realise that there are jobs I've never considered that could be just great for me.

Feel

Surprised and curious enough to shake off their preconceptions of Local Authorities.

Do

Find a role that appeals to them and put their hand up to apply or find out more.

GRAVEYARD SHIFTS ARE GOOD.

WHO
KNEW?



THE BEST JOBS AREN'T ALWAYS OBVIOUS.

Local council jobs can pay well, be flexible and give you room to grow. Search hundreds of different roles from cemetery workers to tree surgeons.

**VISIT [FINDYOURPATH.UK](https://findyourpath.uk)
TO FIND OUT MORE**

MICROMANAGING CAN SAVE THE PLANET.

WHO
KNEW?



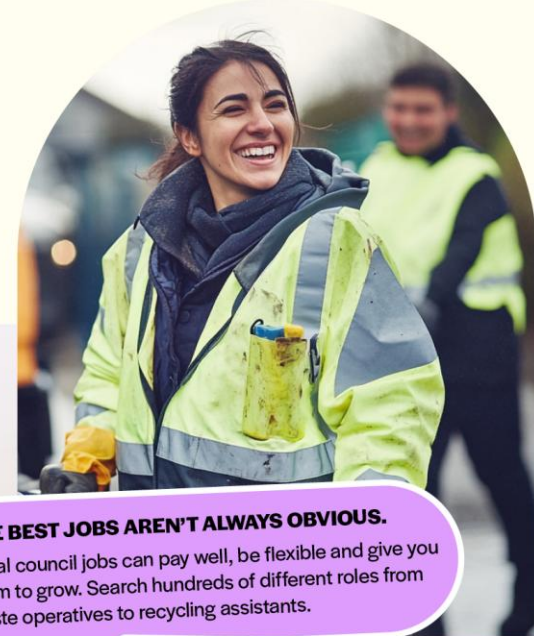
THE BEST JOBS AREN'T ALWAYS OBVIOUS.

Local council jobs can pay well, be flexible and give you room to grow. Search hundreds of different roles from ecologists to climate officers.

**VISIT [FINDYOURPATH.UK](https://findyourpath.uk)
TO FIND OUT MORE**

RUBBISH JOBS PAY WELL

WHO
KNEW?



THE BEST JOBS AREN'T ALWAYS OBVIOUS.

Local council jobs can pay well, be flexible and give you room to grow. Search hundreds of different roles from waste operatives to recycling assistants.

VISIT [FINDYOURPATH.UK](https://findyourpath.uk) TO FIND OUT MORE

PAPERWORK CAN BE EXCITING.

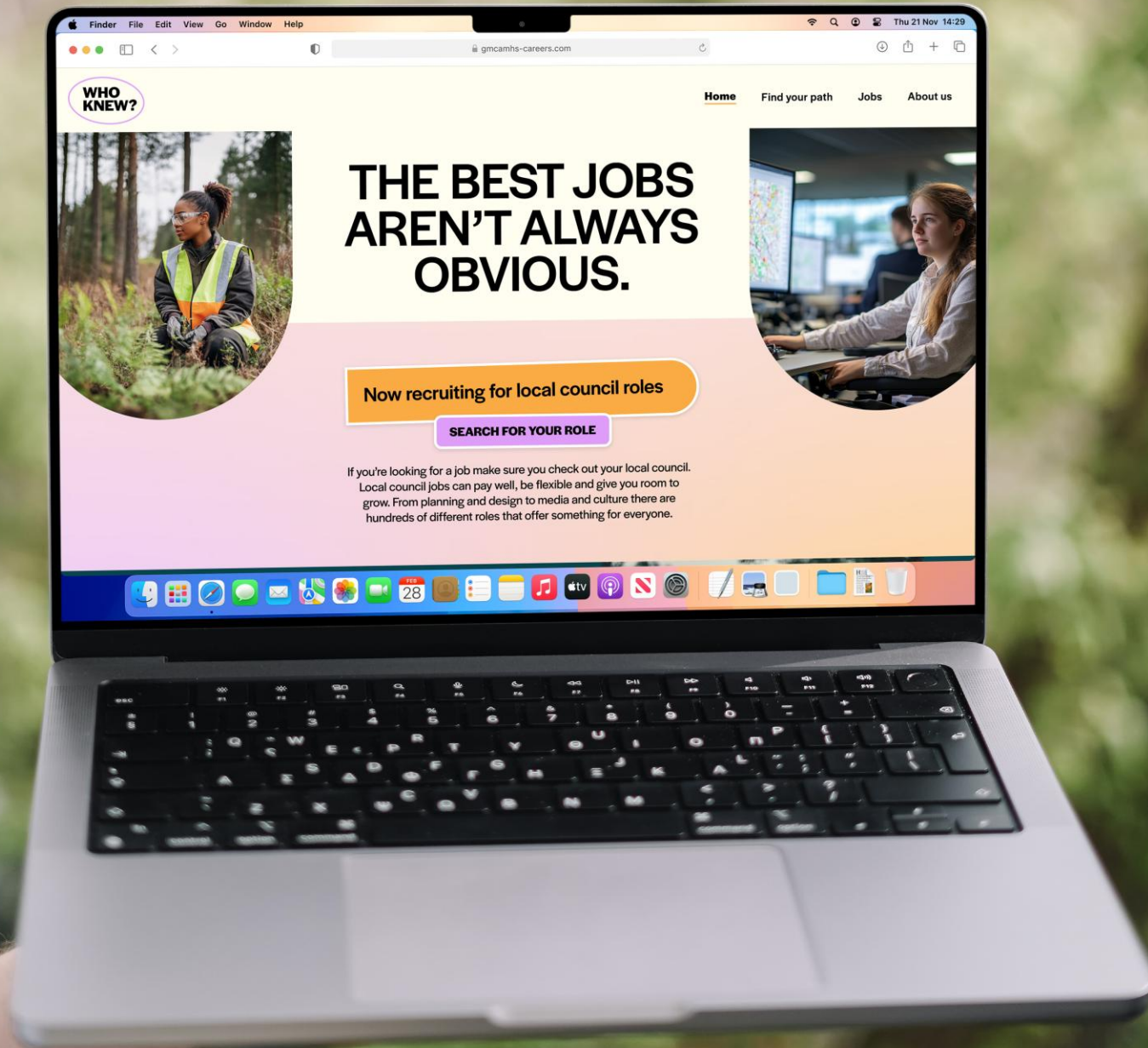
WHO
KNEW?



THE BEST JOBS AREN'T ALWAYS OBVIOUS.

Local council jobs can pay well, be flexible and give you room to grow. Search hundreds of different roles from planning technicians to building control.

**VISIT [FINDYOURPATH.UK](https://findyourpath.uk)
TO FIND OUT MORE**





FIND YOUR PATH

findyourpath

RUBBISH JOBS
PAY WELL.

WHO
KNEW?

♡

💬

📍

🔖



THE BEST JOBS AREN'T ALWAYS OBVIOUS.

Local council jobs can pay well, flexible and give you room to grow. Search hundreds of different roles from visitor centre assistants to customer advisers.

Now recruiting for local council roles

Campaign impact

eleven

SO, HAVE WE MANAGED TO RAISE AWARENESS?

The estimated target audience (TikTok/Meta) was

1,151,400

We reached

956,543

(83%)

On Meta, users saw our adverts an average of

4 times each

ARE GEN-Z INTERESTED IN LA JOBS?

Our ads generated

50,460

clicks through to our website
(30% above benchmark)

5,219

of these went on to use the
“search for a role” feature

135 Expressions of interest

WHICH ROLES ARE MOST ATTRACTIVE?

The ads for Cemetery Operative and Waste & Street Worker produced

54% of the people who visited the search tool

But only 37%

of the expressions of interest were for these types of role

**GRAVEYARD
SHIFTS ARE
GOOD.** WHO KNEW?



THE BEST JOBS AREN'T ALWAYS OBVIOUS.
Local council jobs can pay well, be flexible and give you room to grow. Search hundreds of different roles from cemetery workers to tree surgeons.

[VISIT FINDYOURPATH.UK TO FIND OUT MORE](https://findyourpath.uk)

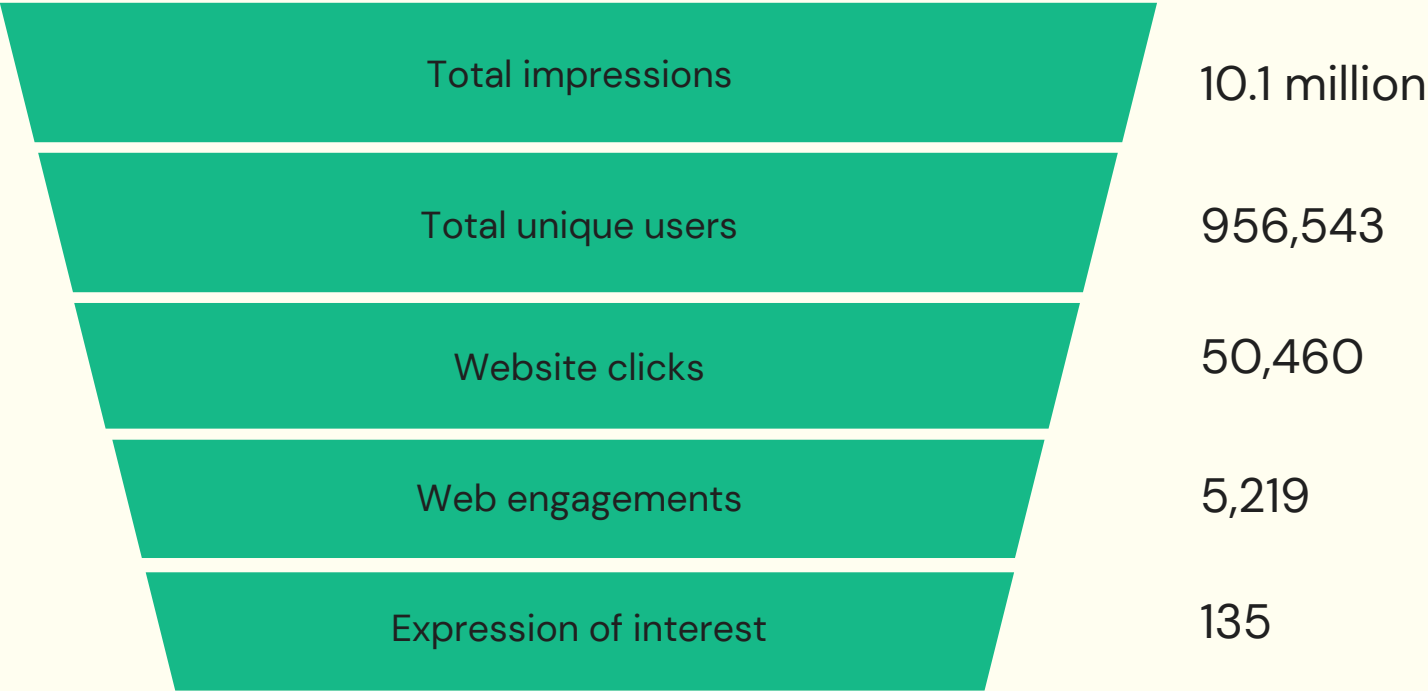
**RUBBISH
JOBS PAY
WELL** WHO KNEW?



THE BEST JOBS AREN'T ALWAYS OBVIOUS.
Local council jobs can pay well, be flexible and give you room to grow. Search hundreds of different roles from waste operatives to recycling assistants.

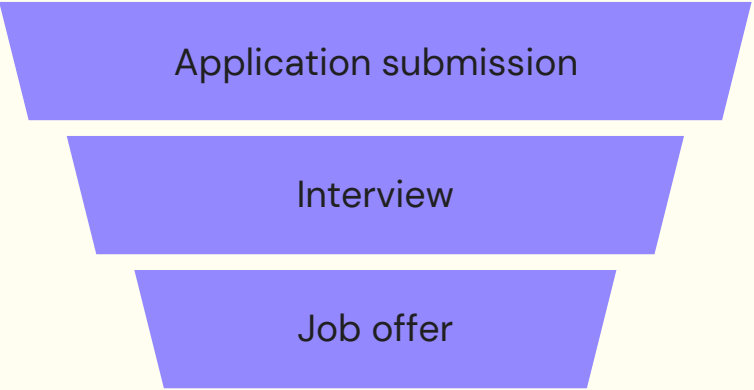
[VISIT FINDYOURPATH.UK TO FIND OUT MORE](https://findyourpath.uk)

CAN THE CAMPAIGN DRIVE NEW HIRES?



Eleven process

LA process



Difficulty of extrapolating data and tracking back to the campaign means we do not have the evidence to attribute new hires

Ultimately, the pilot successfully demonstrated that we *can* attract Gen-Z to Local Authority place jobs

What else
did we learn?

Campaign approach, strategy and creative

Key Learning

Our qualitative research groups delivered key insights into Gen-Z motivations and attitudes around jobs and job hunting. That contributed to the creative solution and informed our approach to the customer journey.

Implication for future activity

Repeating insight research is perhaps unnecessary for any future campaigns, although user testing of new creative will be useful to help craft any new messaging.

Key Learning

Getting the tone of the campaign right was crucial. Our research showed that the audience react strongly to any hint of being patronised.

The campaign statistics demonstrated that the executions that leaned into humour outperformed the others, irrespective of the job featured.

Implication for future activity

Future campaign executions should lean further into the use of humour. The roles featured in the campaign advertising are less important than the overarching message that the Local Authority offers opportunities that are surprising and interesting.

The campaign website then works to show the breadth of opportunity and signpost to roles and vacancies that may be of interest.

Key Learning

The use of AI allowed us to generate campaign imagery that was highly specific to the creative concepts we developed, and to produce a range of quality images at a fraction of the cost of running a bespoke photo shoot.

Implication for future activity

We believe that this same approach can deliver the same quality results and cost efficiency next time around.

Key Learning

The section of the site profiling our 5 LAs was not as targeted to our audience as initially envisaged. This was due to inconsistencies in the depth and range of source content each LA was able to provide.

Implication for future activity

As well as the actual vacancies we know that Gen-Z are interested to understand the culture of any potential employer. Further effort to really demonstrate the Gen-Z friendly benefits (such as flexible working) together with a picture of the unique culture of each LA (for example through day in the life profiles of existing Gen-Z employees) would help establish the attractiveness of LAs as potential employers.

Key Learning

The combined use of static and animated ads across Meta, YouTube and TikTok successfully reached our audience on their terms.

Data shows above industry average engagement with our creative, showing that we were able to deliver engaging content rather than simply getting in the way of their scrolling.

Ongoing campaign evaluation allowed us to test and learn, and optimise the media budget as the campaign progressed.

Implication for future activity

Planning for future campaign activity should strongly consider replicating this channel strategy.

The audience journey

Key Learning

We knew from the research that the requirement to leave the campaign website to explore live vacancies in the individual LA website environment constituted a barrier to engagement (this is true generally but our research points to it being particularly acute for Gen-Z).

However, for the pilot, the journey had to work this way.

Implication for future activity

Budgetary and practical constraints make it hard to change the need to leave the microsite to explore roles further.

But improving the disconnect between the microsite and the pages on which candidates land at the LA side would be beneficial.

Key Learning

A concentration on the functionality to allow for applications to move from campaign site to LA site, and the complexity of differing systems across each LA meant that tracking applicants through the journey from response to interview has proved extremely difficult.

Implication for future activity

Prioritisation of this function early in the planning stage would provide valuable insight into how to continually optimise the journey for Gen-Z.

Involving individuals with these skills and responsibilities within the LA at the planning stage is crucial to allow for meaningful evaluation of any future activity.

Project management

Key Learning

Managing multiple stakeholders from different organisations is challenging.

On occasion, there was duplication of effort in collating input and engagement across these diverse teams which added time (and ultimately cost) to the project.

Instances where LA colleagues engaged in close collaboration with the project greatly helped with the speed and effectiveness of campaign delivery.

Implication for future activity

Involving the individual LA project leads in the detailed scope of the project upfront may have helped those individuals to carve out the time and supporting resources from their internal teams more effectively.

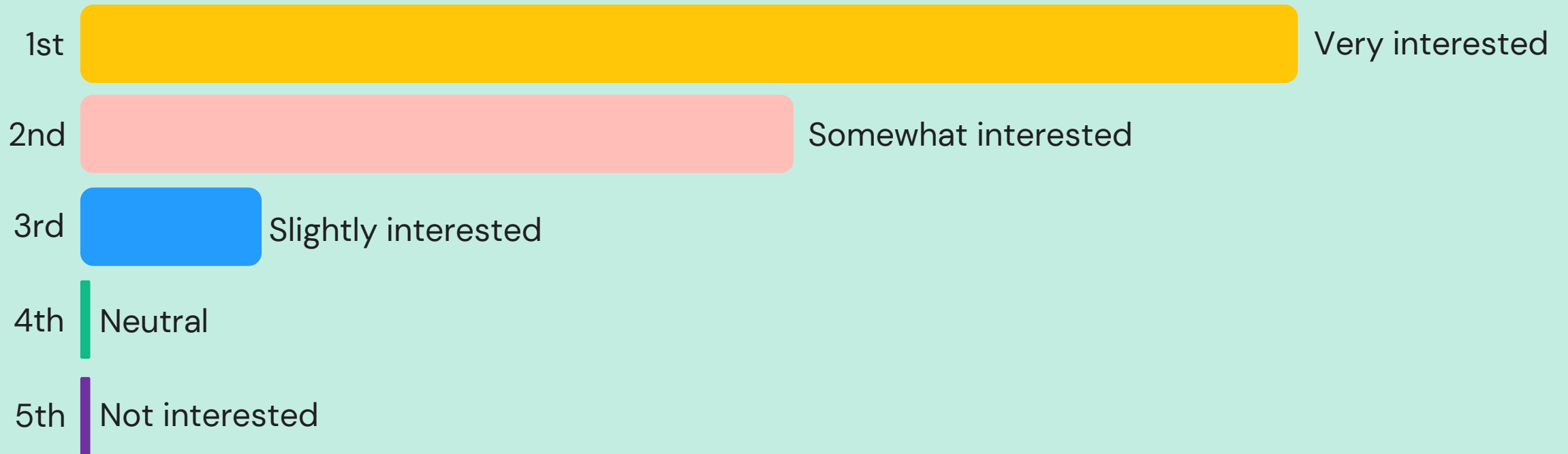
The clear articulation of expectations for example in the form of clear benchmarks, defined actions, and roles and responsibilities could have helped make the project both more collaborative and more efficient.

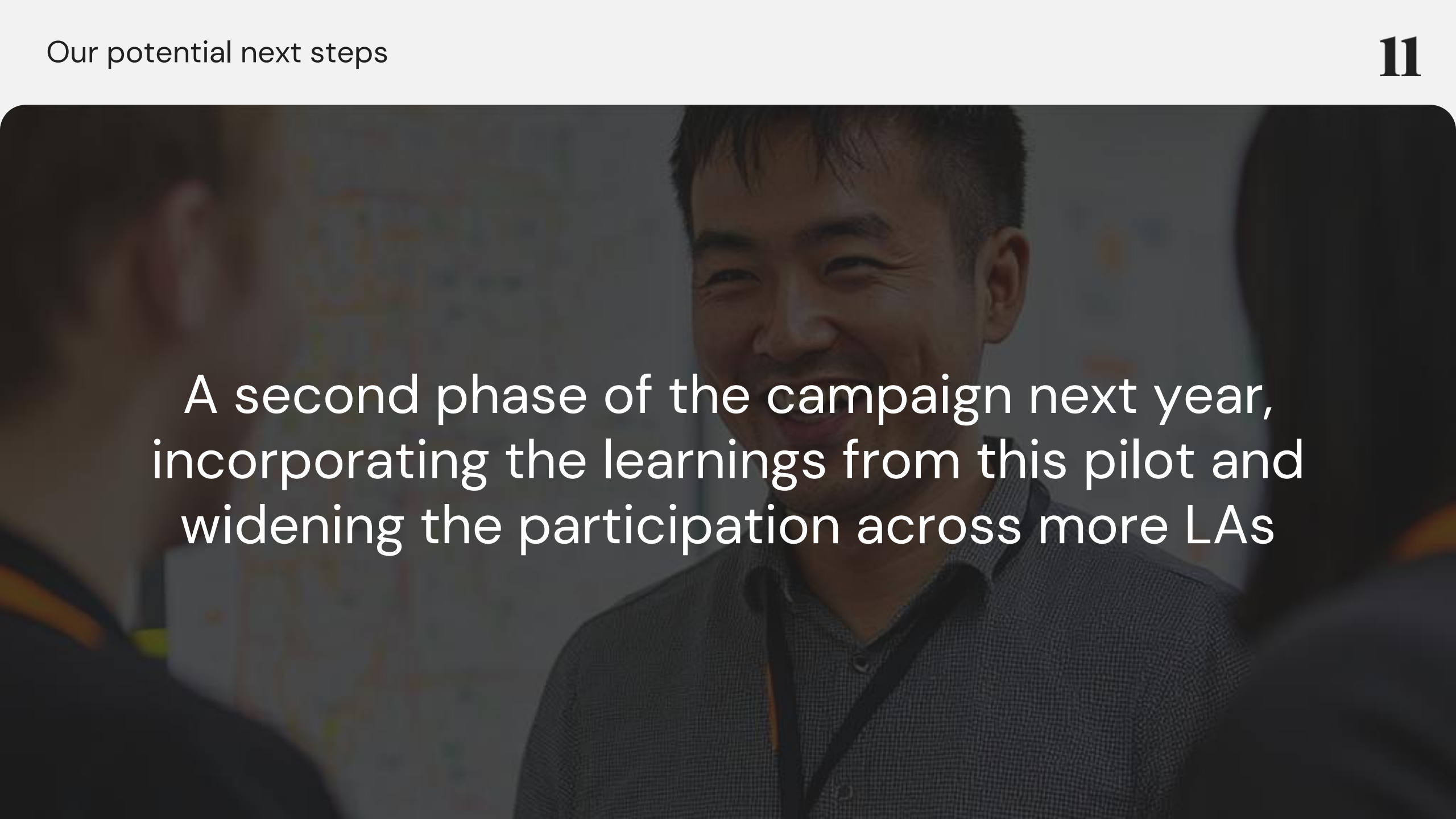
What next?

Amongst
council
staff **only** **5%** of the
workforce
are **under** **25**

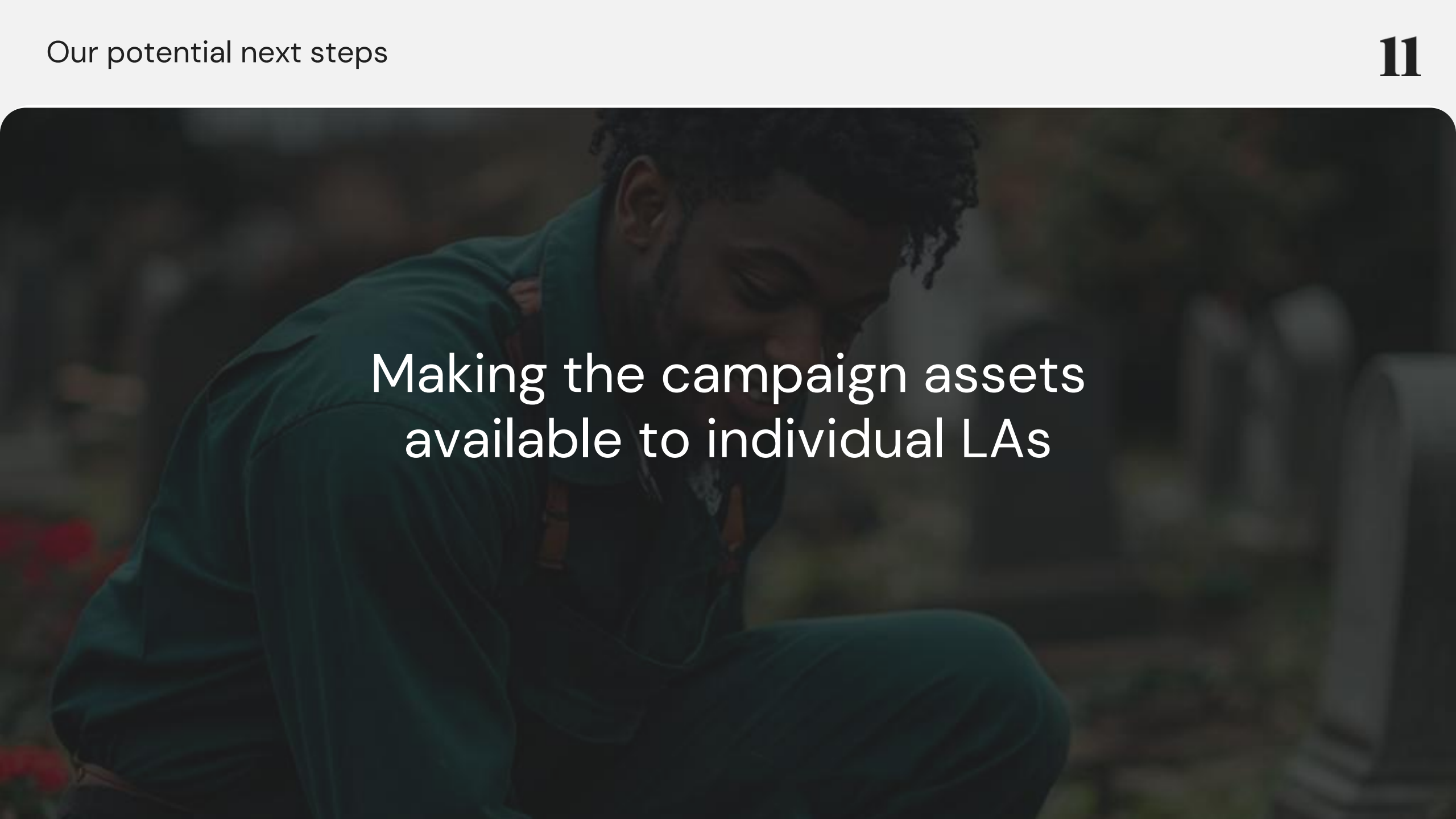
Poll data from the Adept Spring Conference

Based on what you've heard today, how interested would you be in running this campaign for your local authority?

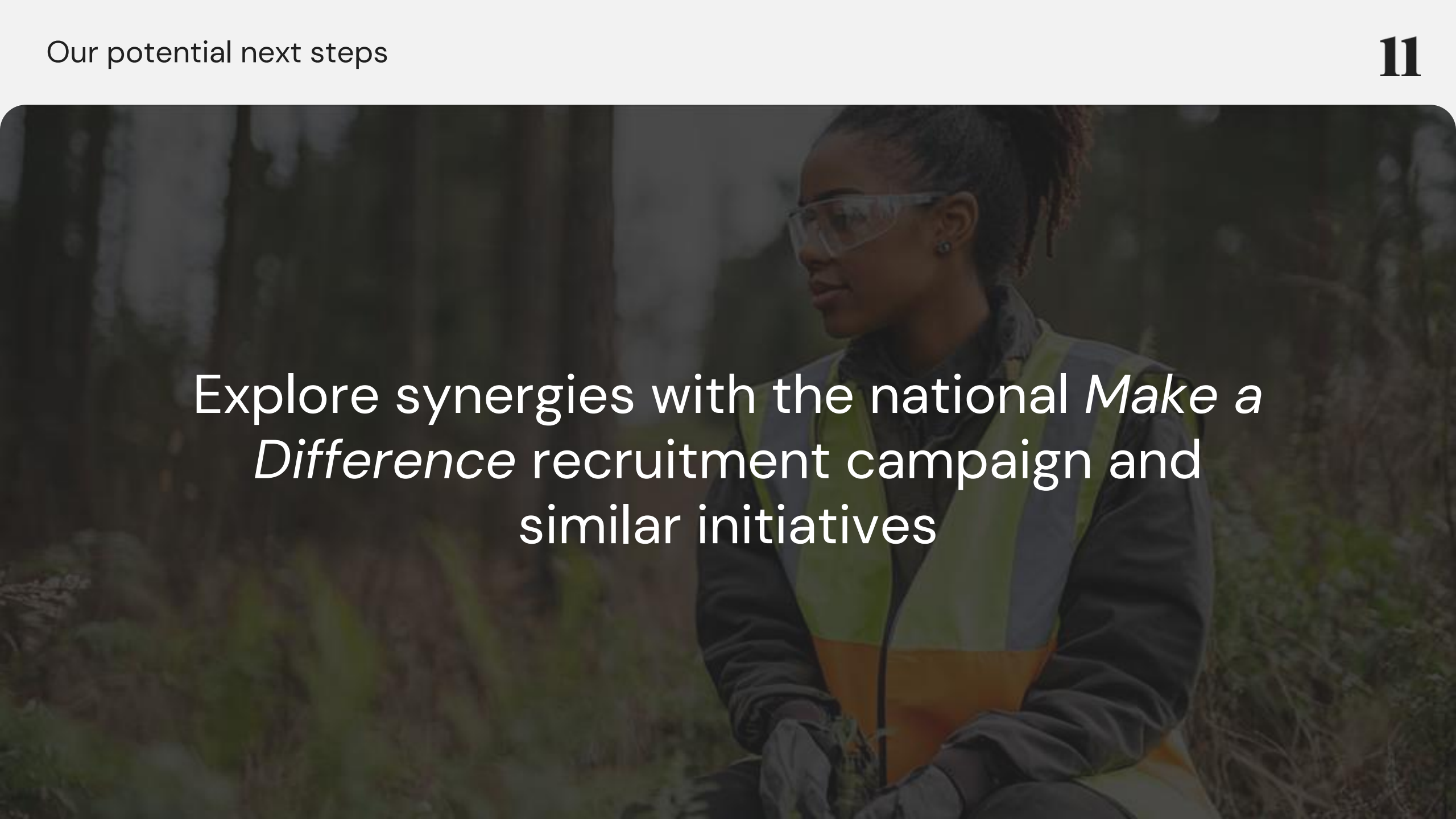




A second phase of the campaign next year,
incorporating the learnings from this pilot and
widening the participation across more LAs

A man with dark skin and curly hair, wearing a green jacket, is crouching in a cemetery. He is looking down at the ground, and his hand is near his face. The background shows several tombstones and trees, creating a somber and reflective atmosphere.

Making the campaign assets
available to individual LAs

A woman with dreadlocks, wearing safety glasses and a high-visibility vest, is shown in profile, looking towards the left. She is in a forest setting with trees and foliage in the background. The image is darkened to serve as a background for the text.

Explore synergies with the national *Make a Difference* recruitment campaign and similar initiatives



Thank you to everyone
who contributed to the
project's success!

Your feedback, learnings and questions

