

WHO
KNEW?

STAKEHOLDER TOOLKIT

Find your path

Campaign Toolkit
July 2025

ADEPT
Association of Directors of
Environment, Economy, Planning & Transport



MHA 
Midlands Highway Alliance Plus



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WE KNOW MANY YOUNG PEOPLE DON'T THINK OF LOCAL COUNCILS AS SOMEWHERE EXCITING TO WORK. "FIND YOUR PATH" CHALLENGES THAT.

This campaign shows the real variety of roles available in local authorities – jobs that are hands-on, creative, outdoorsy, technical, people-focused, or help the environment. We're targeting Gen-Z with bold, scroll-stopping content that helps them see themselves in these roles, even if they've never considered working for a council before.

We want to raise awareness, spark interest and encourage young people to take the first step – whether that's applying for a role or just exploring what's out there.

The Find Your Path campaign is led by ADEPT and Colas, with funding and support from the Department for Transport, Midlands Highways Alliance and Association for Public Service Excellence.



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 Councils

DO

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



WE WANT GEN Z TO:

- Discover interesting roles in local councils
- Be surprised by what's possible
- Explore jobs – not just scroll past

WE WANT LOCAL AUTHORITY TEAMS TO:

- Share campaign assets on your organisation's social media (LinkedIn, Facebook, Instagram)
- Talk positively about your own role
- Help show just how varied and rewarding council work can be



Important

These assets should be shared with accompanying suggested social media copy. They're designed to spark interest and humanise what it's like to work for a council. Please encourage your teams to share from their personal accounts if they're comfortable.

FINDYOURPATH.UK

We're not asking people to direct traffic to the campaign website – the main goal is to generate curiosity and conversation about the roles themselves. The site is there for young people who want to dig deeper. The six roles are examples – they don't cover every job, but they give a sense of the variety and scope.


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 TO FIND OUT MORE


MICROMANAGING CAN SAVE THE PLANET. WHO KNEW?



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TRAFFIC JAMS AREN'T BORING WHO KNEW?



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TO FIND OUT MORE**



Here we have provided some suggested social media copy for you to share on your own channels. You may tweak this text to suit your own organisation.

CEMETERY OPERATIVE

There are loads of jobs that probably aren't on your radar. Keeping our graveyards tidy and welcoming is just one of them. Your local council has tons more that are worth a look.

- Hundreds of roles to suit your skills
- Flexible work that fits your lifestyle
- Full support with training and development
- Plenty of opportunities to learn and progress
- Good pay, pension and benefits

Get to know your local council and the jobs that sound like you. Find your path today. Link in bio.

GRAVEYARD
SHIFTS ARE
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ECOLOGIST

There are loads of jobs that probably aren't on your radar. Becoming an Ecologist is just one of them. Your local council has tons more that are worth a look.

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PLANNING TECHNICIAN

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TRANSPORT PLANNER


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VISITOR CENTRE ASSISTANT

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WASTE AND STREET CLEANSING OPERATIVE

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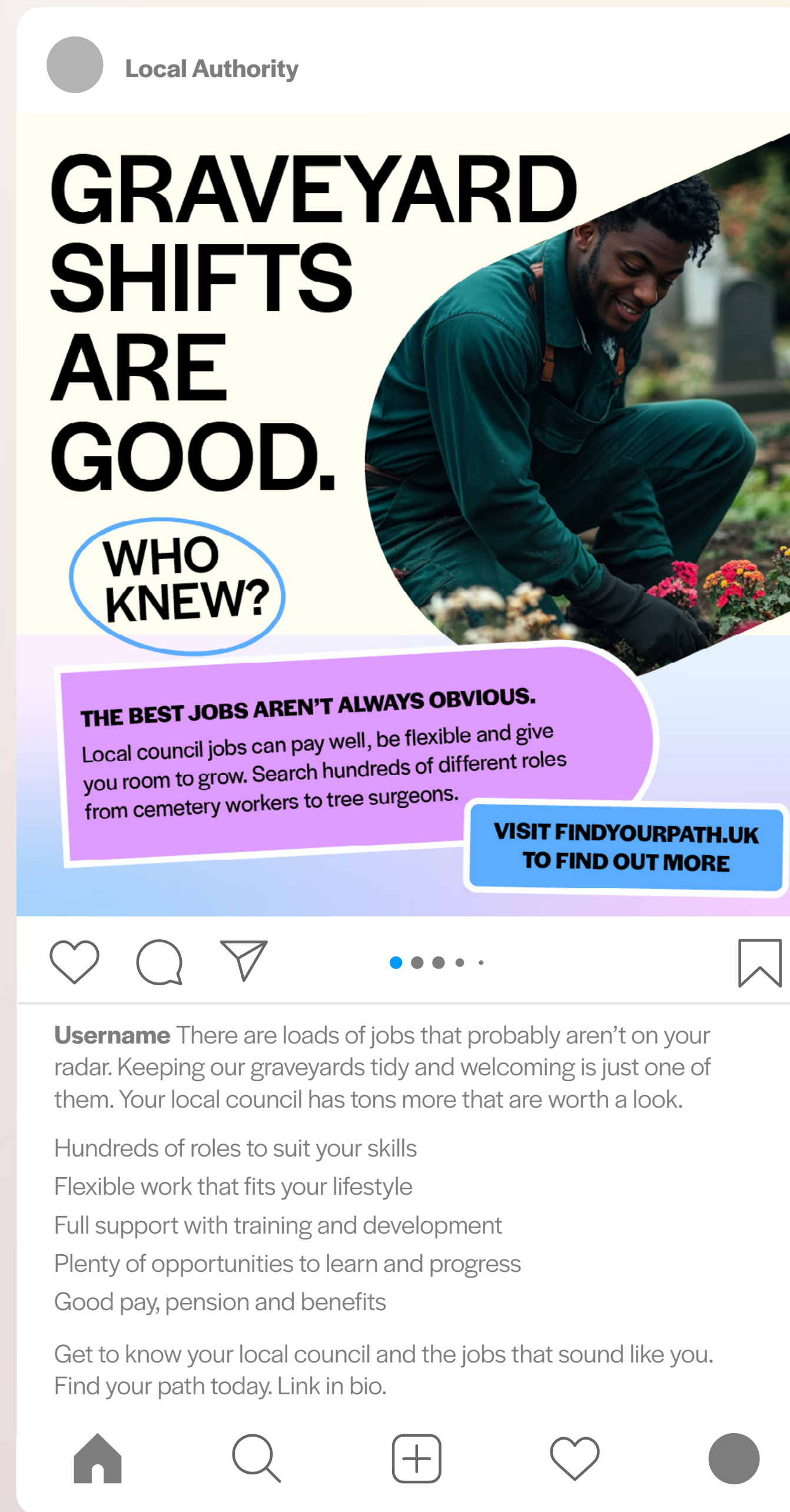
Building a social media post

Depending on where you want to post, you will need to use a combination of the assets provided and accompanying text.

Meta

Facebook and Instagram

Square post: 1080 x 1080px



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Meta

Facebook and Instagram

Stories and Reels: 1080 x 1920px

 Local Authority

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LinkedIn

Landscape: 1200 x 627px

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15

1 comment • 3 shares

Like

Comment

Share

Send

**ACCESS ALL SIZES AND
FORMATS AND ASSETS HERE**

DOWNLOAD

(327MB)

Do I need to share every asset?

No – choose the ones most relevant to you or your audience.

Do I have to link to the campaign website?

Not necessarily. The focus is on sparking interest through storytelling. But if you do want to share the site, it's a great resource for young people to explore roles further.

Can I adapt the copy?

Absolutely. Just keep it authentic, relatable, and aligned with the Gen Z tone – warm, concise, and real.



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CONTACT & SUPPORT

For campaign assets, additional copy
requests or questions:

GET IN TOUCH

Call us: +44 (0) 1925 382200

Email us: hello@elevenagency.co.uk

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