



ADEPT

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

Gen Z recruitment campaign: lessons learnt

Hannah Bartram, Chief Executive
APSE Northern Ireland, 16th September 2025

The visual world of Gen-Z



A pilot project

Can a recruitment campaign tailored specifically for them encourage Gen Z to consider and apply for jobs in local authorities?

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Association of Directors of
Environment, Economy, Planning & Transport



Department
for Transport

apse

COLAS

MHA

Midlands Highway Alliance Plus



BARNSLEY
Metropolitan Borough Council



South Gloucestershire
Council



PLYMOUTH
CITY COUNCIL



OXFORDSHIRE
COUNTY COUNCIL



London Borough
of Hounslow

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The background is a solid pink color with a faint, repeating pattern of a person's hands clasped together. A white rectangular box is centered on the page, containing two lines of text.

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 stop gap: aspirations can be fluid

Local authorities' potential appeal is well hidden

Desire for flexibility not just a family stage thing

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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.

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The image shows a group of people sitting together, possibly in a meeting or a social gathering. The scene is overlaid with a semi-transparent pink filter. In the center, there is a white rectangular box containing the text "The media campaign" in a bold, dark grey font.

The media campaign

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?

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

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PAPERWORK CAN BE EXCITING.

WHO
KNEW?

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RUBBISH JOBS PAY WELL

WHO
KNEW?

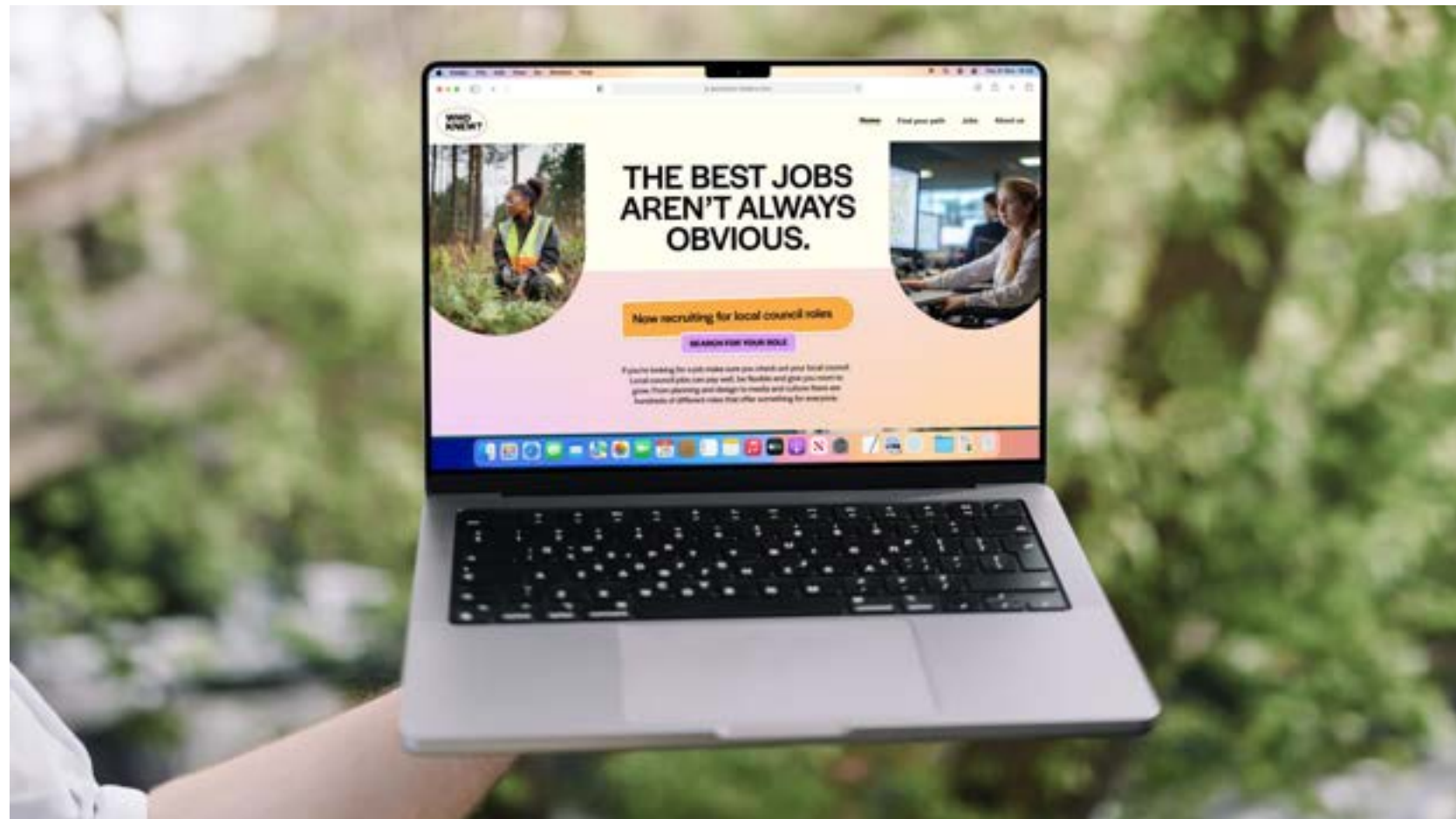
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Find Your Path



We want to encourage Gen-Z to consider working for a local authority by advertising to them on Facebook, Instagram, TikTok and YouTube.



Campaign impact

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

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Are Gen Z interested in LA jobs?

Our ads generated

50,460

clicks through to our website

5,219

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

135 expressions of interest

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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 EoI were for these types of role

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



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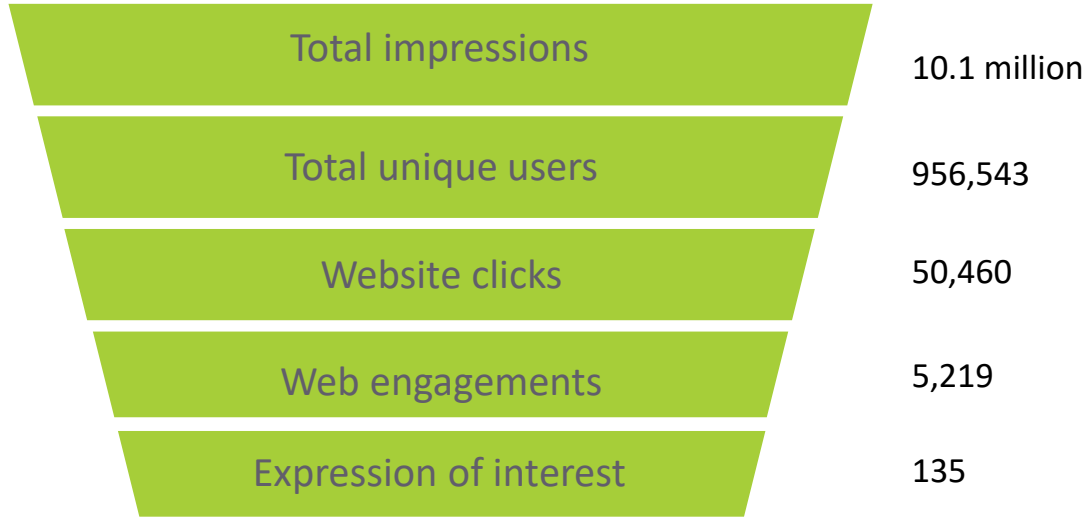
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Can the campaign drive new hires?

Eleven process

LA process



Application submission

Interview

Job offer

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

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What else did we learn?

- The value of audience insight
- Humour works
- AI image generation delivered flexibility and cost efficiencies
- We could have worked harder to sell LAs as attractive employers
- Social media is the optimum environment for engaging Gen Z
- Breaking the journey
- Understanding the campaign impact
- The challenge of multiple project stakeholders

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What next?

Next steps

- Sharing the learnings
- Making the campaign assets available to individual LAs
- Exploring synergies with the LGA's national *Make a Difference* recruitment campaign, the *Recruitment Reset* training programme and other similar initiatives
- A second campaign?

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For more information visit www.adeptnet.org.uk