



# ADEPT

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

## Gen Z recruitment campaign

Hannah Bartram, Chief Executive  
APSE Wales, 17<sup>th</sup> June 2025

# The original problem

< 11%

of local authority  
employees are under 30

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# The visual world of 'place'





# 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

**apse**

**COLAS**

**MHA**   
Midlands Highway Alliance Plus

  
**BARNSLEY**  
Metropolitan Borough Council

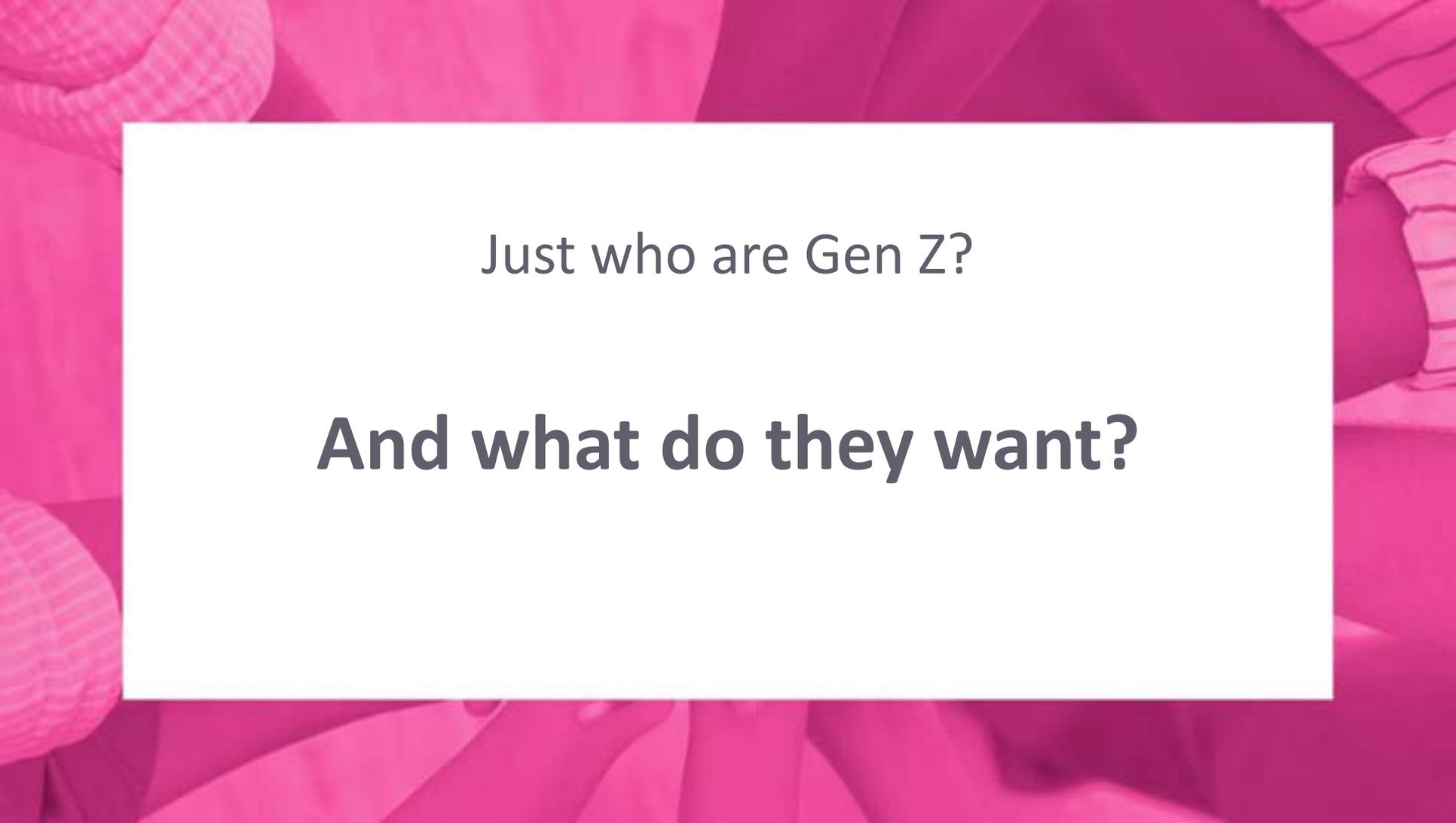
  
South Gloucestershire  
Council

  
**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 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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# What did Gen Z tell us?

*I'm a musician and an artist. I collect vinyl records and if money were not an issue, I'd like to make music into my career, but unfortunately until then I'm stuck applying for Nandos. - Graduate*

*I think they need to talk about really good work life balance benefits like flexitime, or work from home which a lot of companies like private sector companies don't offer. – LA employee*

*I'm not really like a massive fan of sort of uploading more details into more and more like websites. – Anon*

*When I told my old company that I was leaving, and moving to the council, I got a lot of opinions, not positive opinions from them. But actually, if I could go back now and tell them the reality, I'd have a lot more to say and it's a really positive move. – LA employee*

*I mean I prefer to do something that I like. But if I'm desperate, I'll obviously take a job that you know is just a job. - Student*

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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.

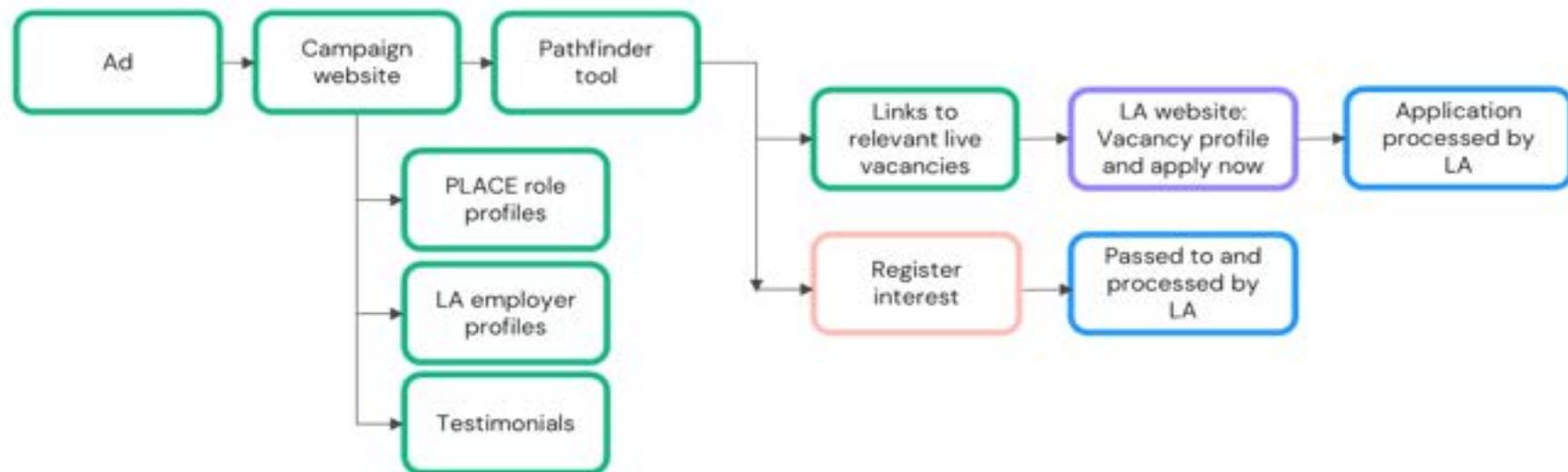
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A group of people sitting together, overlaid with a semi-transparent pink filter. The image shows the upper bodies and arms of several individuals, some wearing patterned shirts. The overall tone is warm and social.

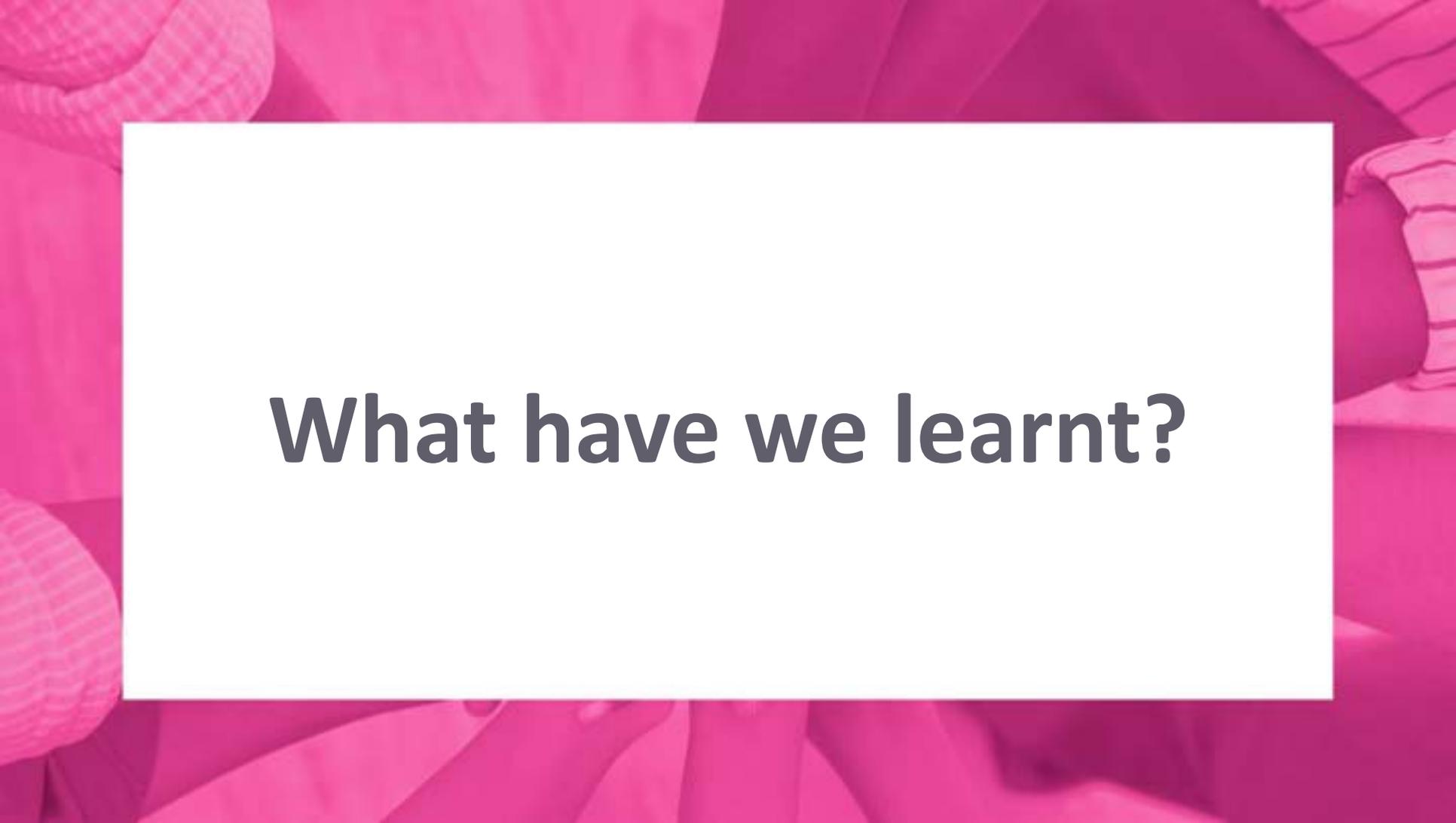
# **The media campaign**

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

# CUSTOMER JOURNEY



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A group of people are sitting around a table, with their hands clasped together in a circle. The image is overlaid with a semi-transparent pink filter. In the center, there is a white rectangular box containing the text "What have we learnt?".

**What have we learnt?**

# 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?



**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

**RUBBISH  
JOBS PAY  
WELL** WHO KNEW?



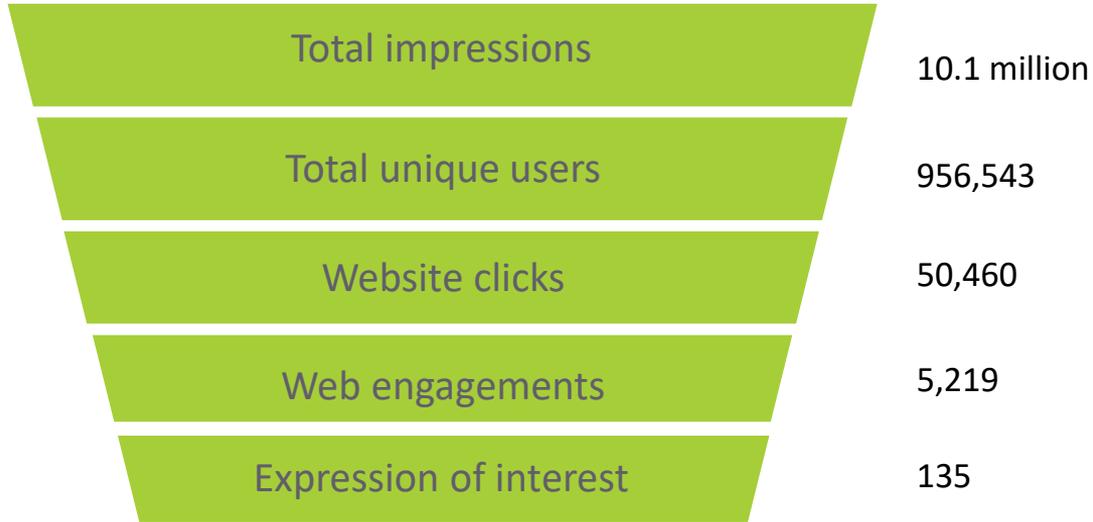
**THE BEST JOBS AREN'T ALWAYS OBVIOUS.**  
Local council jobs can pay well, be flexible and give you room to grow. Search hundreds of different roles from waste operatives to recycling assistants.

VISIT [FINDYOURPATH.UK](#) TO FIND OUT MORE

# Can the campaign drive new hires?

Eleven process

LA process



Application submission

Interview

Job offer

Watch this space!!



# Next steps

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For more information visit [www.adeptnet.org.uk](http://www.adeptnet.org.uk)