



## Jane Read

Head of Client Services

Eleven is a **strategy-first creative agency** specialising in branding, campaigns and content for organisations who have **societal impact**, not profit, at their heart.

Recruitment projects for: **Network Rail**, **East Midlands Councils** and the **Greater Manchester Combined Authority**.



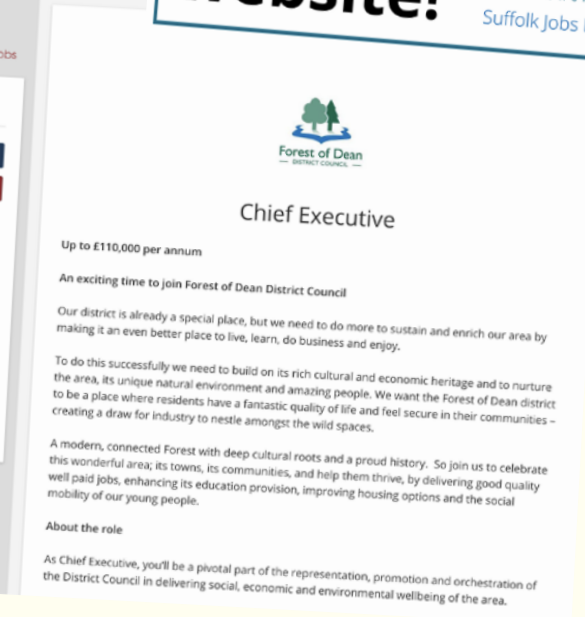
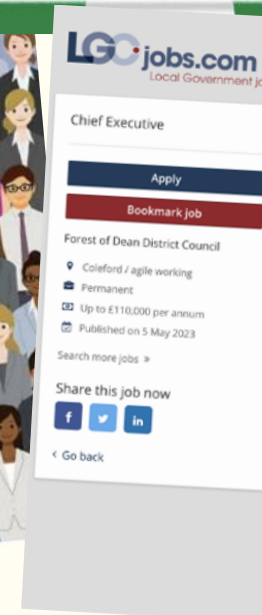
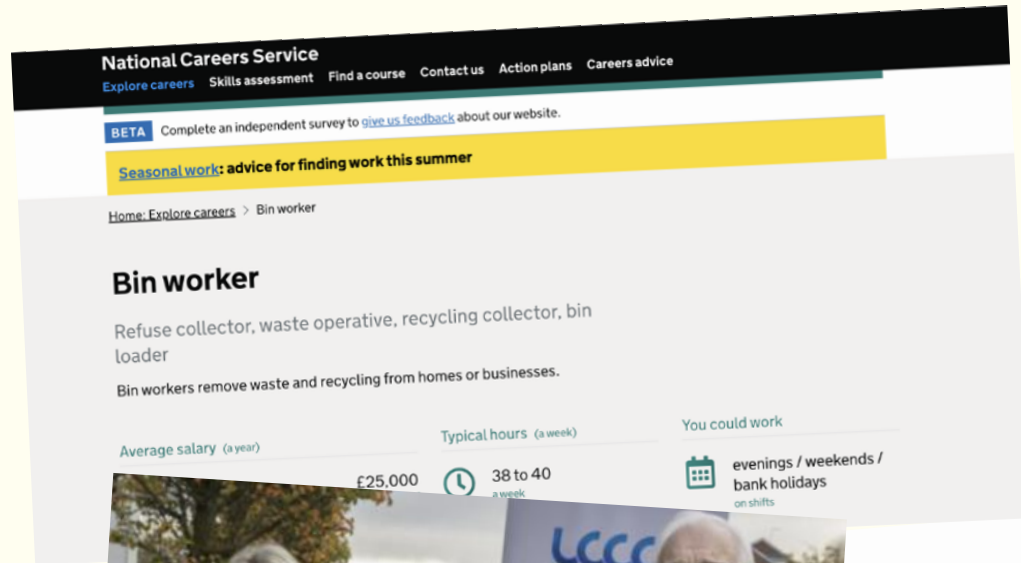
THE ORIGINAL PROBLEM

**<11%**

of Local Authority  
employees are  
under 30.

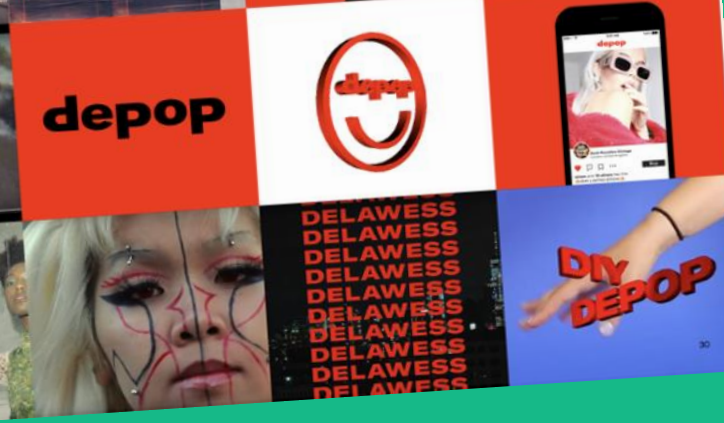






## THE VISUAL WORLD OF 'PLACE'

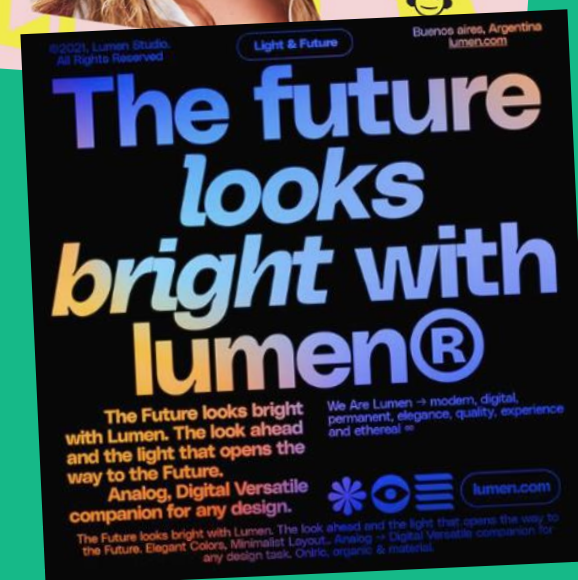




## THE VISUAL WORLD OF GEN-Z



This is  $\longrightarrow$  Nike's   $\longrightarrow$  Space Hippie\_\_http  
Visual Design  for the  
digital  ecosystem  
of  $\ast$  Space  Hippie





# A pilot project:

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





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



## 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. – Non grad*

*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*



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.



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



# The media campaign





findyourpath

# RUBBISH JOBS PAY WELL. WHO KNEW?



## THE BEST JOBS AREN'T ALWAYS OBVIOUS.

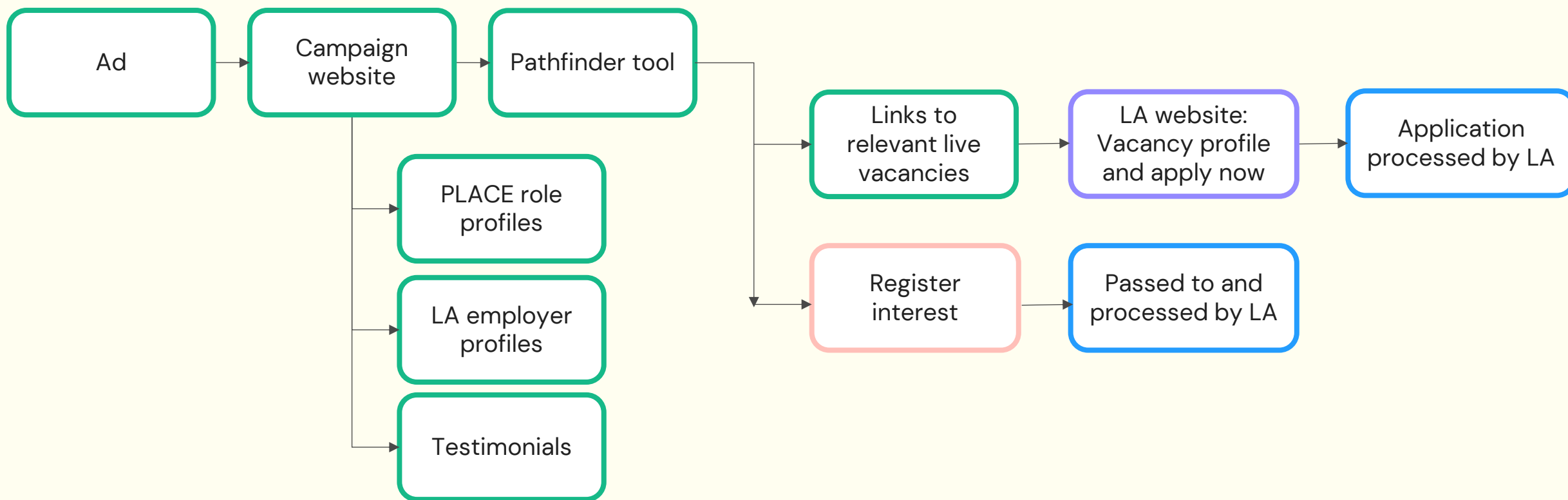
Local council jobs can pay well, flexible and give you room to grow. Search hundreds of different roles from visitor centre assistants to customer advisers.

Now recruiting for local council roles





## CUSTOMER JOURNEY





# What have we learnt?



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](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.

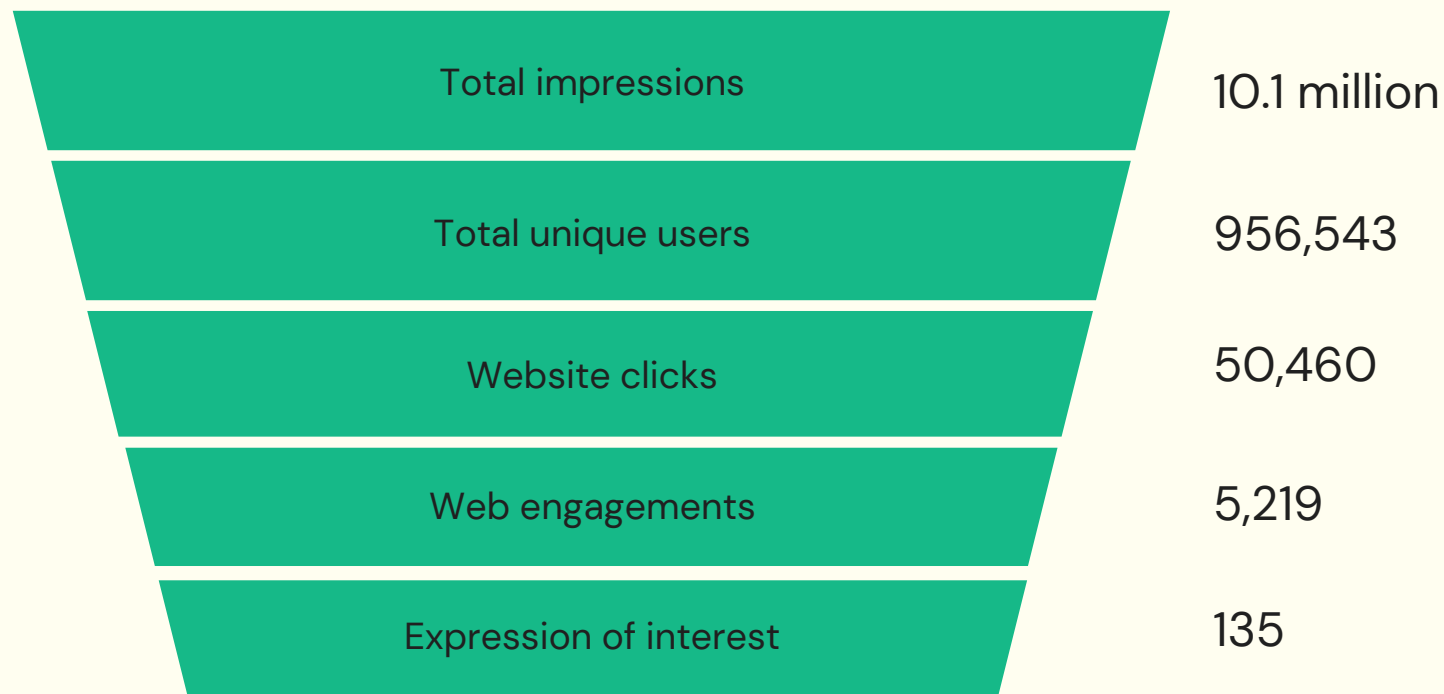
**VISIT [FINDYOURPATH.UK](https://findyourpath.uk) TO FIND OUT MORE**



# CAN THE CAMPAIGN DRIVE NEW HIRES?

Eleven process

LA process



Watch this space!!



# Next steps



# Thank you!



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