

Recruiting more Gen Z into Place roles

18th March 2025

eleven

ADEPT

Association of Directors of
Environment, Economy, Planning & Transport

< 11%

of Local Authority
Employees are
under 30

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


BARNSELY
Metropolitan Borough Council


South Gloucestershire
Council


London Borough
of Hounslow


OXFORDSHIRE
COUNTY COUNCIL


PLYMOUTH
CITY COUNCIL

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What?



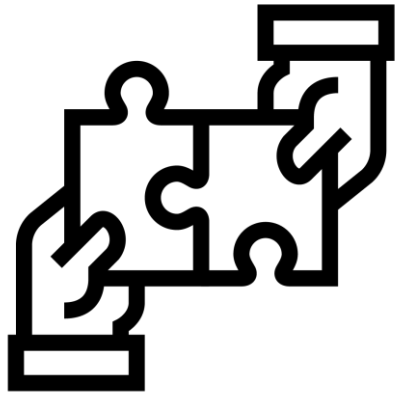
Why?



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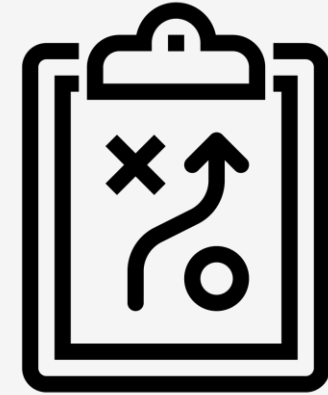
But...



Complex offer



Strong
pre-conceptions about
Local Authorities



Gen Z exemplify
changing attitudes
to work

Just who are Gen Z?

And what do
they want?

The ascendancy of self-fulfillment

Desire for flexibility not just a family stage thing

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

Convenience (nearly) always wins

Local Authorities' potential appeal is well hidden

Impatient pathfinders

Navigating the early stages of their working life is an exciting testing ground of independence – a time of exploration and discovery. They have big ambitions but recognise that there's no one straight path to achieving their goals. Besides, the world is changing so quickly there's little point in planning long term.

They have no desire to replicate their parents' approach to work which seemed to take over their lives. Rather they want to have enough time, money and head-space for fulfilment outside of work – be that nurturing themselves, bonding with others or starting that side hustle.

Confident in their values, they're drawn to those who share them, but their actions will often be driven by pragmatism and convenience.

Accustomed to instant gratification, they are adept at making quick value judgements and are impatient with systems that seem to be more complex than they need to be.



We want 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 (or roles) that appeals to them and put their hand up to apply or find out more

TRAFFIC JAMS AREN'T BORING

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 transport planners to highway engineers.

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



GRAVEYARD SHIFTS ARE GOOD.



WHO KNEW?

THE BEST JOBS AREN'T ALWAYS OBVIOUS.

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MICROMANAGING CAN SAVE THE PLANET.



WHO KNEW?

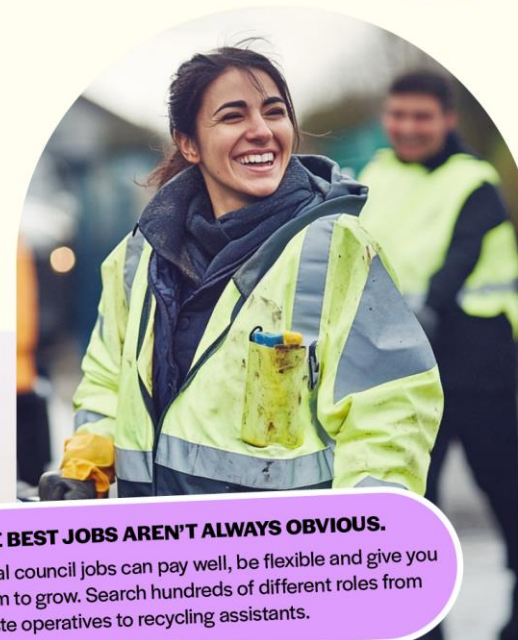
THE BEST JOBS AREN'T ALWAYS OBVIOUS.

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RUBBISH JOBS PAY WELL

WHO KNEW?



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PAPERWORK CAN BE EXCITING.

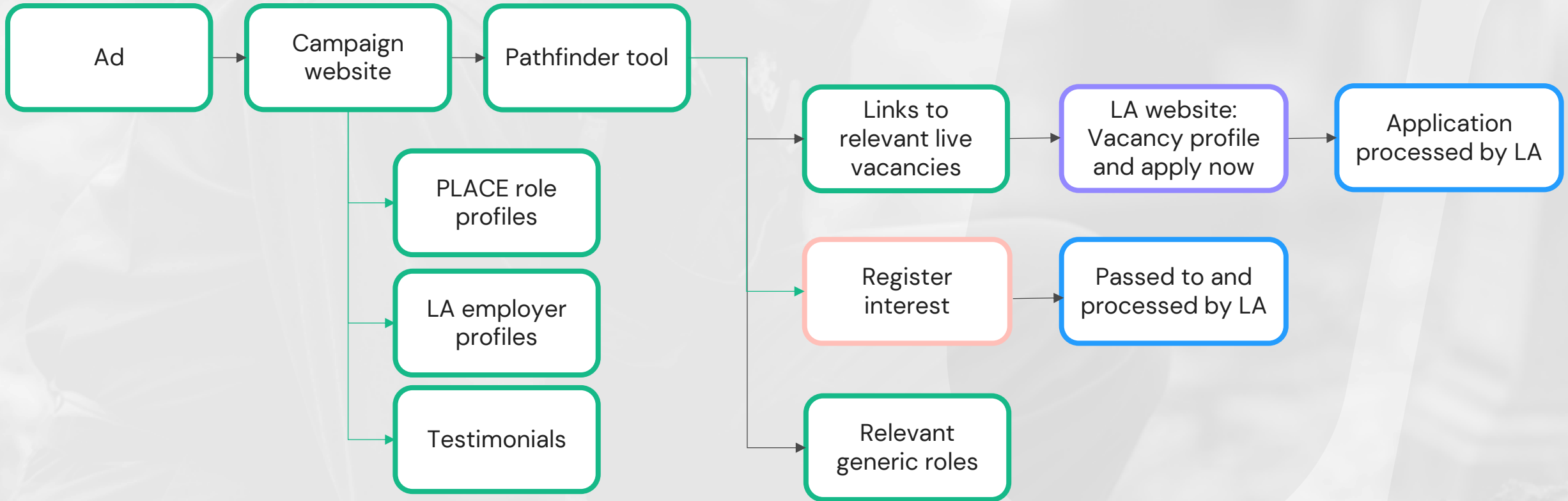


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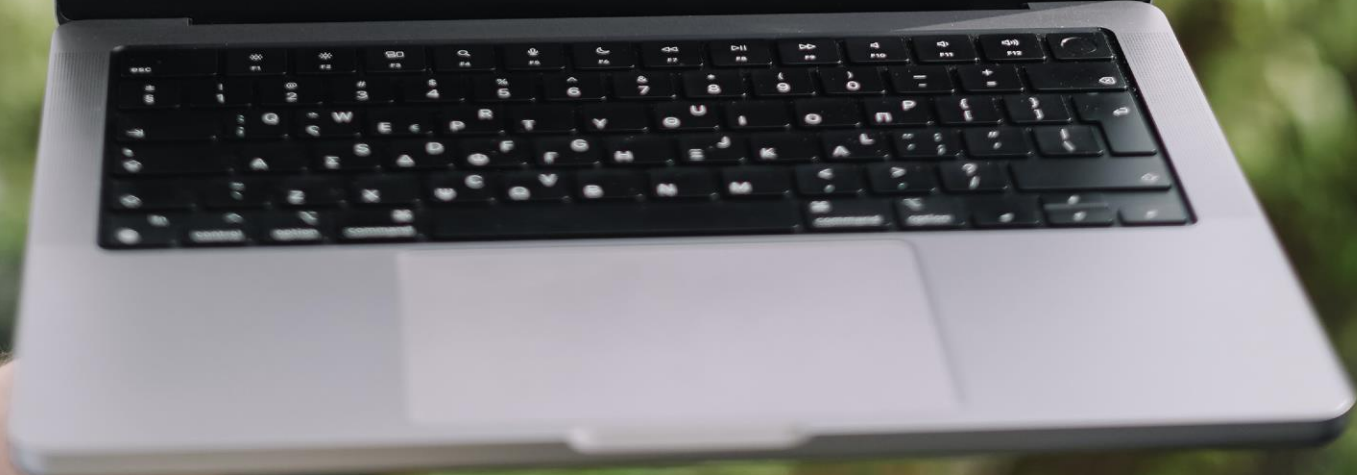


Now recruiting for local council roles

[SEARCH FOR YOUR ROLE](#)

If you're looking for a job make sure you check out your local council. Local council jobs can pay well, be flexible and give you room to grow. From planning and design to media and culture there are hundreds of different roles that offer something for everyone.

Calendar: 28




Where and
When?





FIND YOUR PATH findyourpath

RUBBISH JOBS PAY WELL. WHO KNEW?



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Now recruiting for local council roles

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Now recruiting for local council roles

What will
we learn?



What will we learn?



New hires?

Are Gen Z interested?

More effective?

Which roles are most attractive?

Which channels work best?

Where do they drop out?

Which creative works best?

What next?

