

Make a difference, work for your local council

A national recruitment campaign for local government

Tuesday 30 April 2024, 10:30am – 12:00pm



**Work for your
local council**

Background to the campaign

Make

a

difference

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Background

- 94% of councils experiencing recruitment and retention difficulties
- Unlike other sectors, no national brand or campaign for local government careers
- 800 different roles, 1.3m people working in the sector
- Funding from UK Government to co-produce a national recruitment campaign for local government
- Pilot in year 1 (North East), roll-out year 2



Development of the campaign

- Co-production with local government sector and Solace
 - 360+ attendees across 19 events (Sept to Dec 2023)
- National research with 2,300+ participants
 - Representative sample group based on ONS census data
 - Demographics, education, employment, geography
 - Perceptions of local government careers, and motivators
- Creative development, testing and refinement
 - Including feedback from sector and North East
- Media campaign in the North East (Jan to March 2024)

Findings from the evaluation of the pilot campaign

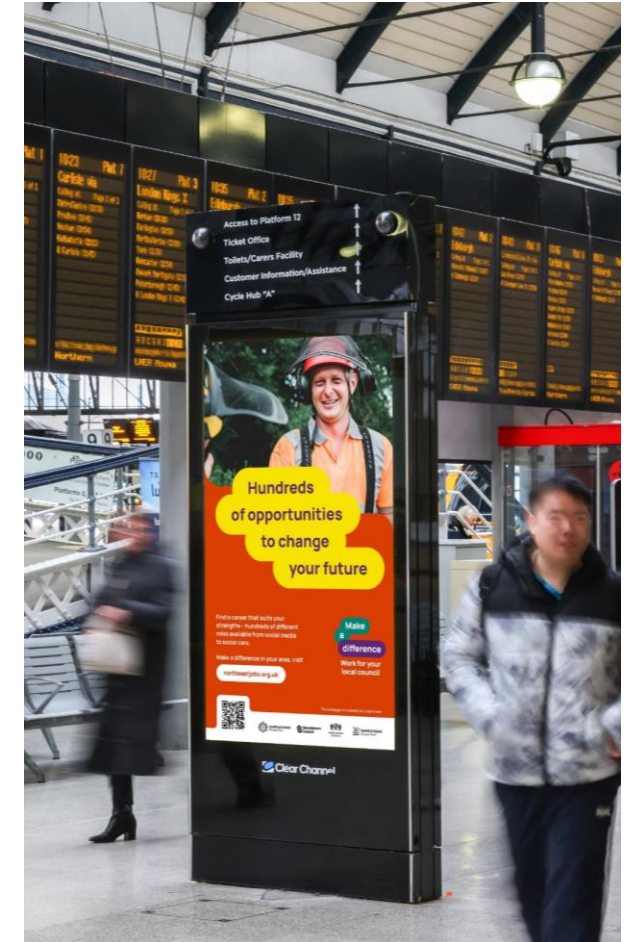
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Media campaign performance

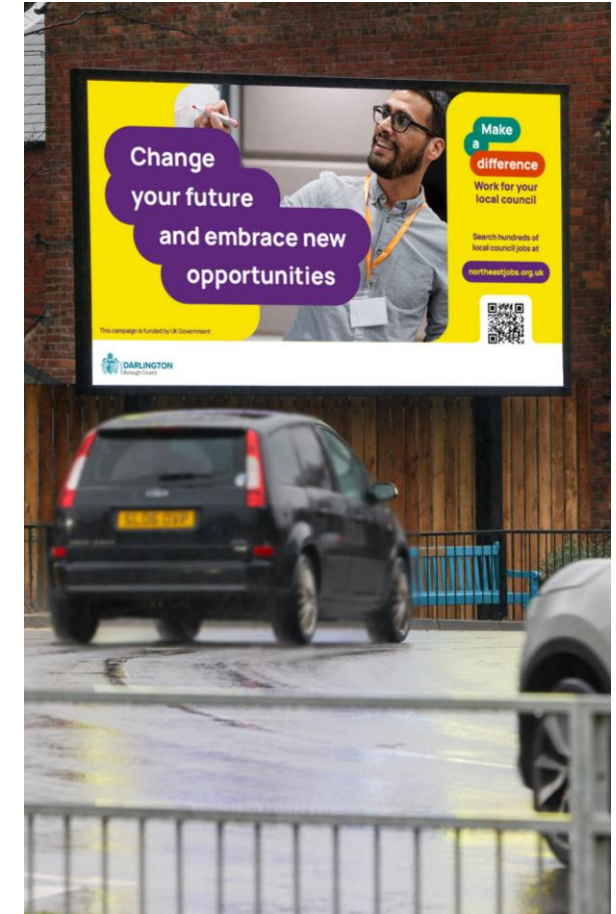
Performance of the paid media campaign in the North East:

- Campaign live from 4th January 2024 to 8th March 2024 (8 weeks)
- Radio, digital out-of-home, paid social, programmatic display, digital audio, paid search
- 17 million+ impressions across all channels
- 105,626 clicks to North East Jobs (30% above target)
- Facebook & Instagram accounted for two thirds of clicks
- Paid search exceeded target (20% vs. 5-10%)
- ‘Diversity of career opportunities’ best performing key message



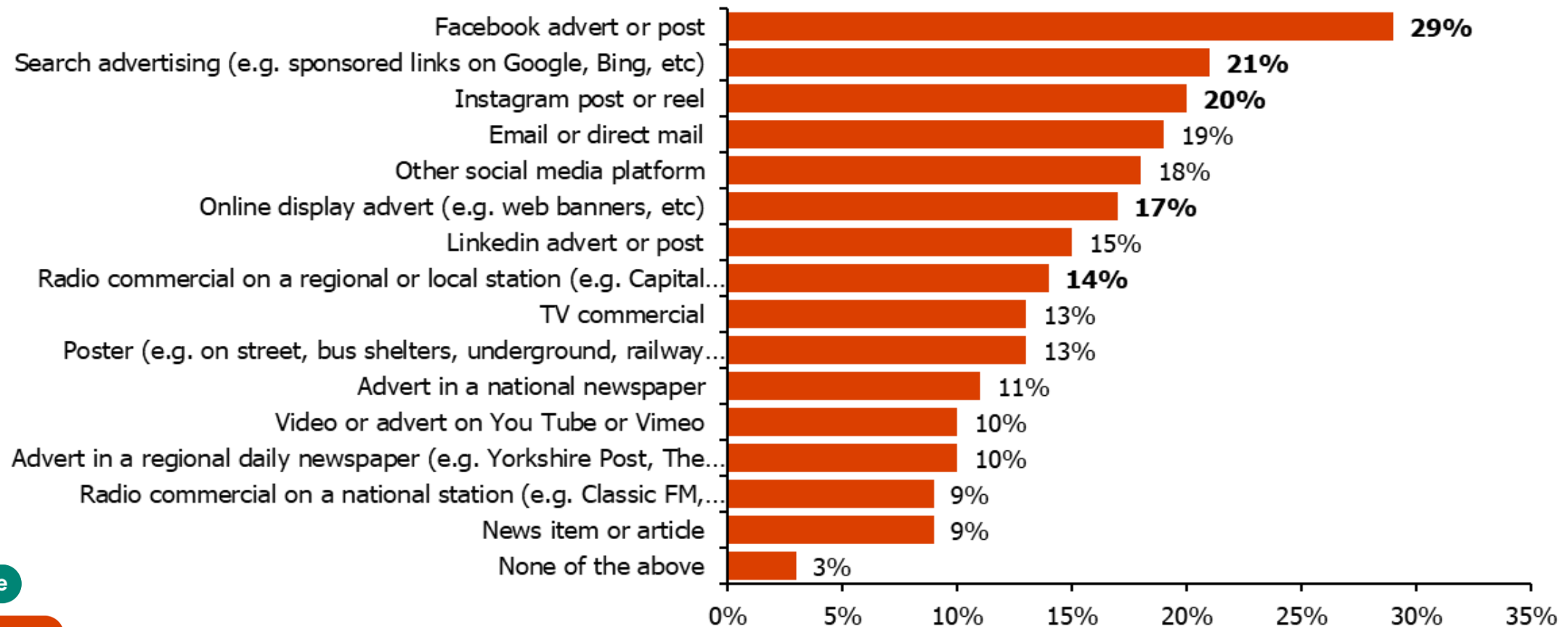
Impact of the pilot campaign

- **Across all channels:** 17m+ impressions, 100,00+ clicks
- **Diversity of career opportunities** and prospects messaging is performing best across all channels
- **Good level of recall of the campaign** for North East residents
- **More positive image** of their local council, and as an employer
- **More open to job opportunities** with their local council
- **Applications** to North East Jobs: +8.96% YOY in February 2024
- Visitors to North East Jobs were **more committed** to applying



Impact of the pilot campaign

What type(s) of communication can you recall seeing or hearing about working for your local council, within the last two months? (Please tick all that apply) | North East – valid mentions



Make

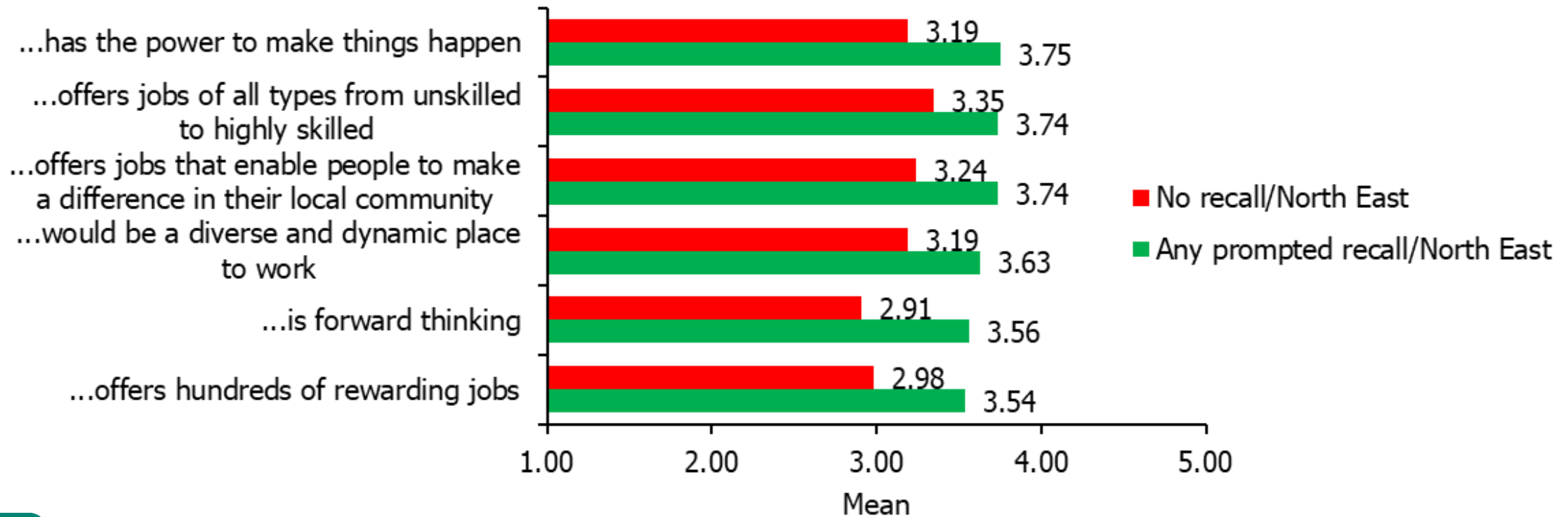
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Impact of the pilot campaign

Please indicate the extent to which you agree or disagree with each of the statements below. (Please provide a rating for each statement) My Local Council... | Mean ratings on 5 point Likert Agreement scale



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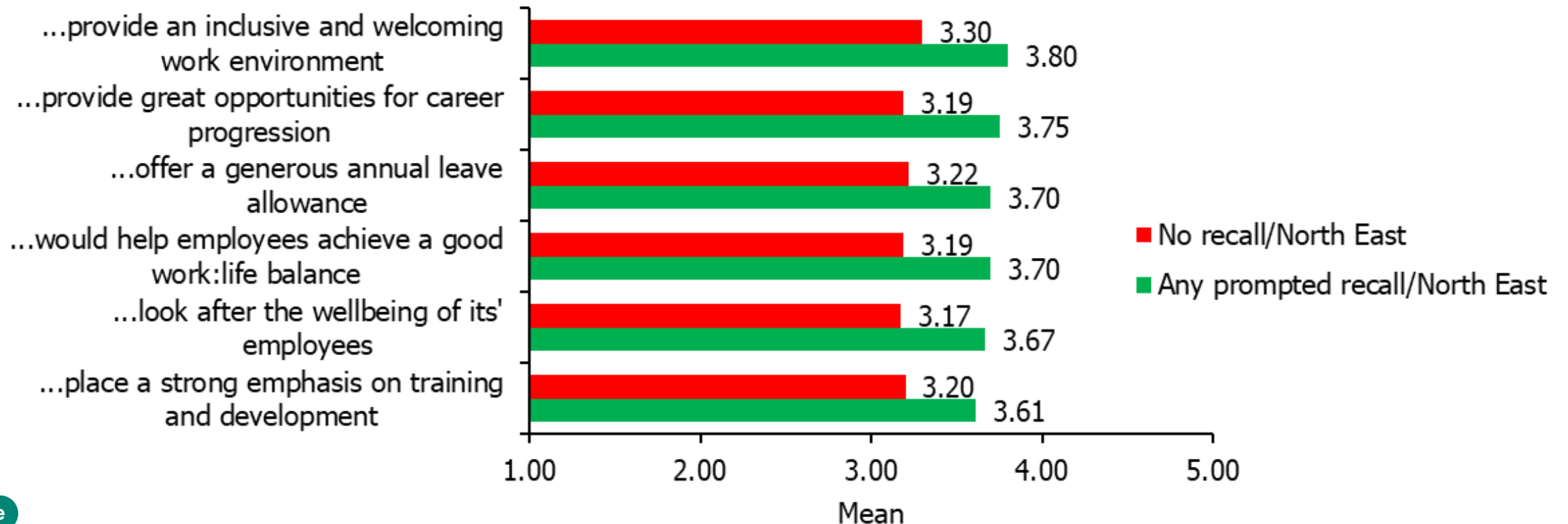
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Impact of the pilot campaign

From what you know or understand about your local council as an organisation to work for, please indicate the extent to which you agree or disagree with each of the statements below. (Please provide a rating for each statement) As an employer, I think my Local Council... | 5pt Agreement Scale – North East



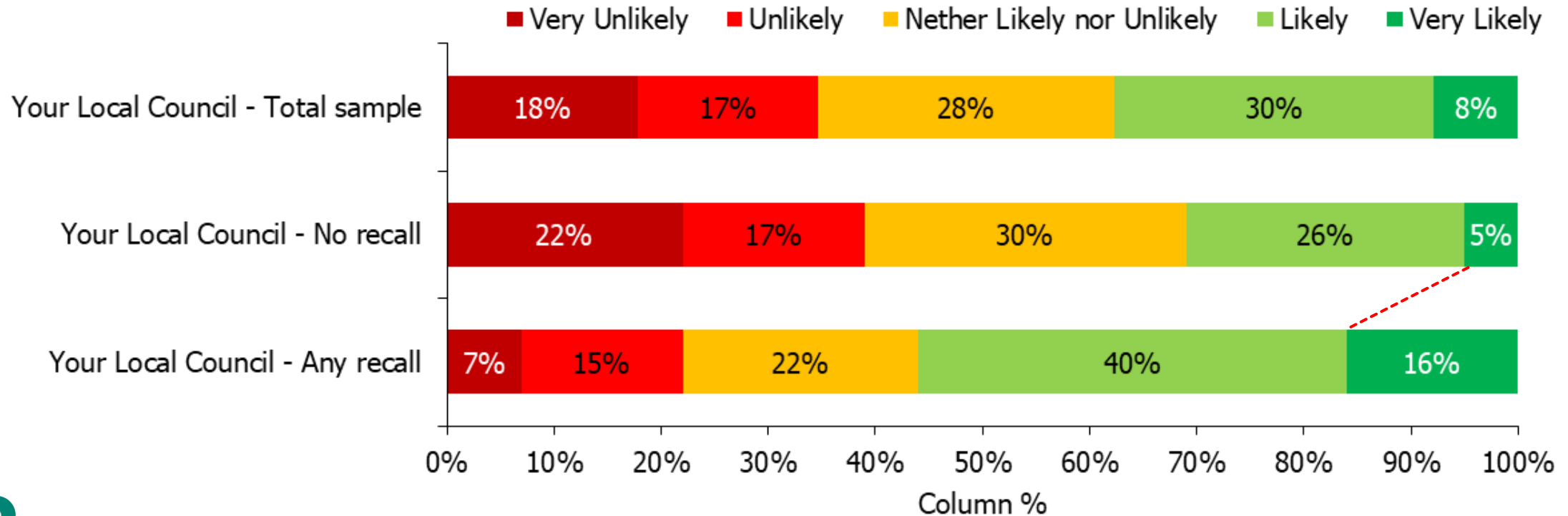
Impact of the pilot campaign

Did any or all of the communications, that you have seen or heard about working for your local council , within the last two months, encourage you to do any of the following...? (Please tick all that apply) | North East



Impact of the pilot campaign

If you were looking for a new job or career in the future, please indicate how likely or unlikely you would be to investigate the jobs and career opportunities offered by each of the employer organisations listed below. | North East



Make

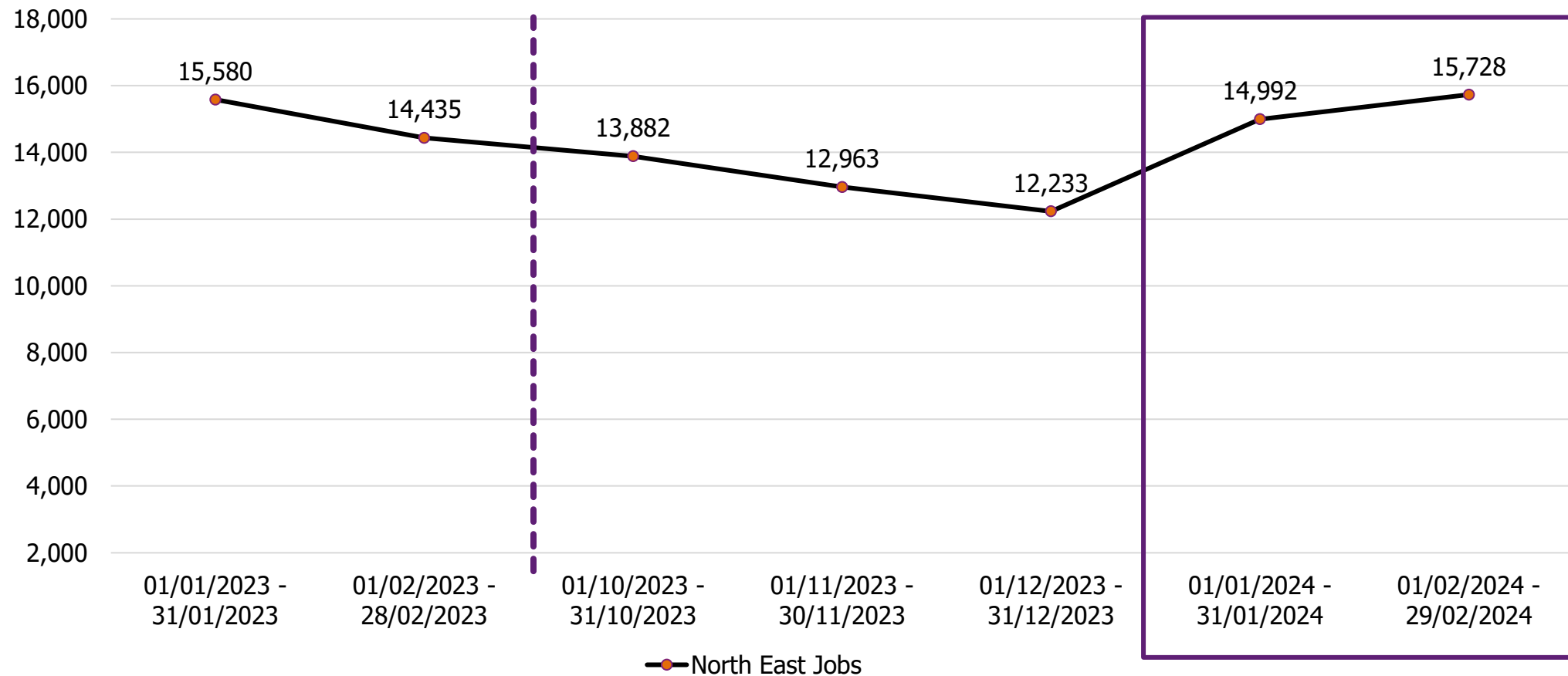
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Impact of the pilot campaign

Total number of online job applications received (including partials) within time period



Plans for the national roll-out of the campaign

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The case for a national roll-out

General factors

Escalating workforce turnover

Increasing demand

Structural competitive weakness

Digital media opportunity

Need to raise the level of employer brand management by showcasing best practice

Countering widespread negative media coverage and consequent declines in brand image

Encouraging, fostering and supporting collaboration between councils

Campaign specific factors

An evidence-based Brand Proposition now exists but requires sustained support and use, as re-positioning and perception shift are not easy to achieve or maintain

Proven ability to achieve prompted recall

Proven ability to enhance brand perceptions

Proven ability to help enhance propensity to work for a local council in the medium or long term future

Proven ability to help drive desired engagement actions in the immediate term

Uplift in online job applications (North East Jobs)

A national campaign to meet local needs

- An umbrella brand running across the country will strengthen the recruitment proposition for all councils
- Your council can roll out a well-crafted national campaign, co-produced with the sector and informed by in-depth research from national audience
- The resources and toolkits will be readily available for you
- Assets can be adapted to meet local recruitment needs and co-branded, so you can ensure local reach and recognition
- You'll get better value for money on media through national purchasing

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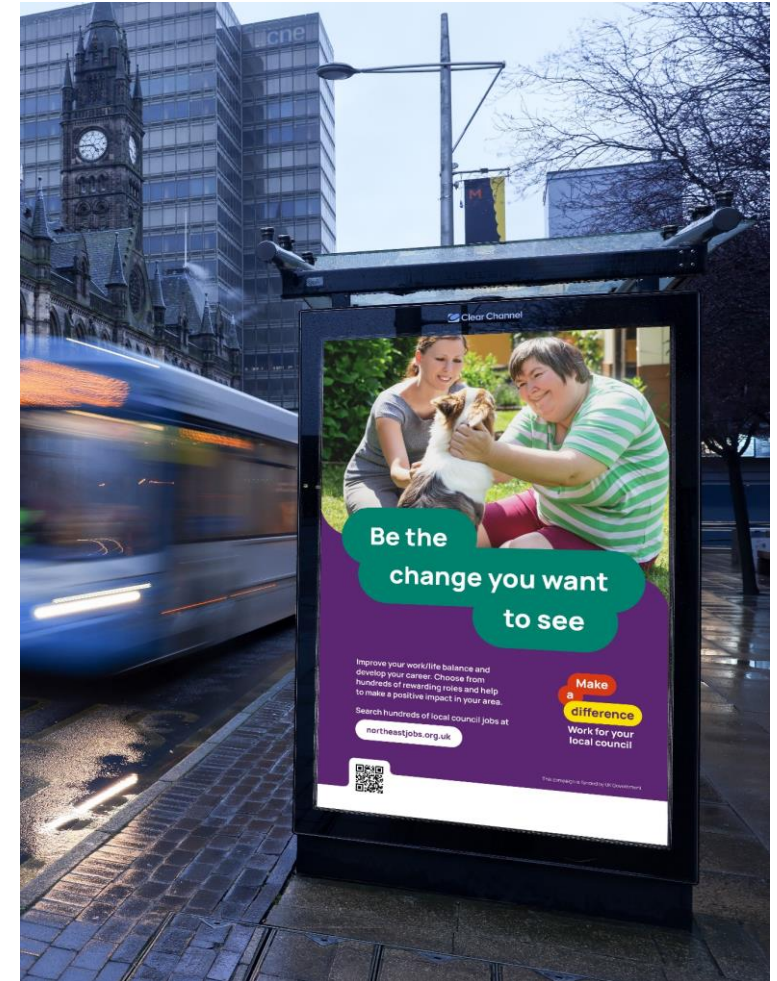
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Next steps for the national roll-out

- Independent evaluation completed
- National roll-out funded by UK Government
- We will be engaging with all regions through **Spring/Summer 2024** to develop the national roll-out with councils
- Our ambition is to launch the national roll-out in **Autumn 2024**
- Together we can change perceptions and give people new reasons to consider working for local government



Thank you

A huge thanks to everyone in the North East who was involved in the pilot campaign

Do you have any questions or feedback?

For further information, please contact:

Leadership@local.gov.uk



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