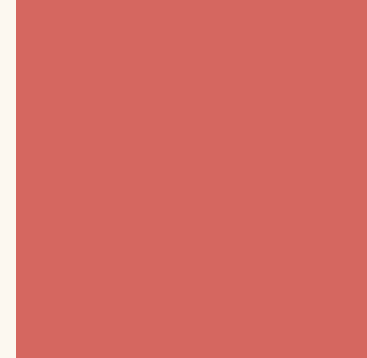
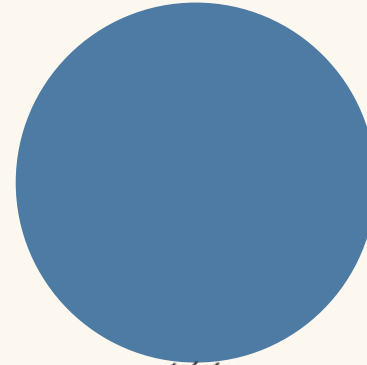
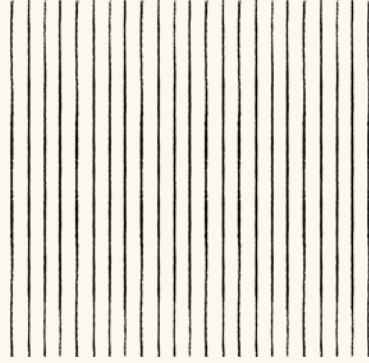


LGA recruitment campaign

30 April 2024

Storycatchers

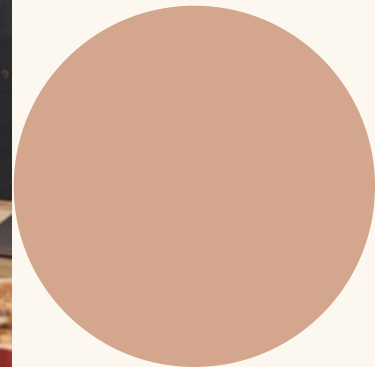
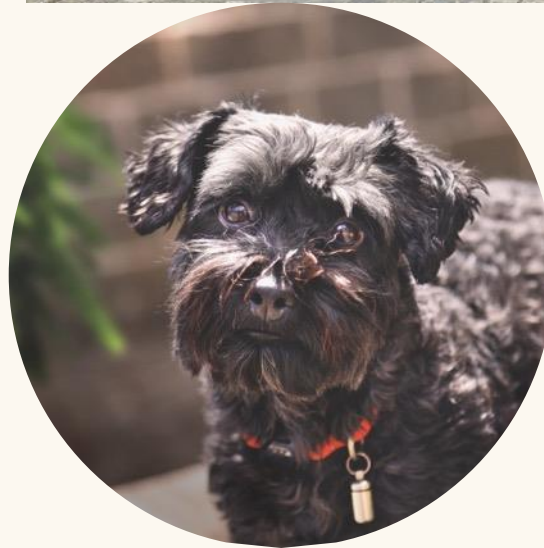


Crown
Commercial
Service
Supplier

We're here to help those that want to change things...change things.

Hello, we're Storycatchers, an award-winning independent agency founded in 2013.

We bring together a wealth of diverse strategic and creative brand, behavioural science and storytelling expertise.



Finding the right talent

There are many barriers and preconceptions we need to overcome, and we need to give potential candidates compelling reasons to apply.

We carried out extensive research and testing to understand our audience and discover which messages would resonate most effectively with potential new recruits.

The research helped us create an overarching brand/campaign thought, as well as specific messaging that could be used across the campaign.



Attracting the right people to work in local government is vital if we're to deliver the best service to the people who live and work in our communities.

Developing a working campaign proposition

The [2016 'Outside the box' research](#) states that 'Public service ethos' is the number one motivator for working in local government, closely followed by 'work-life' balance.

With that in mind, we focused our initial creative thinking around the motivational proposition of 'Making a difference'.

Making a difference to your local community.

Making a difference to your career prospects.

Making a difference to your work/life balance.

Choosing a career in local government makes a difference.

Working proposition

“Choosing a career in local government makes a difference”



One proposition, explored in 3 deliberately very different creative expressions

A career with your local council changes everything

Be the change you want to see

Change lanes start a new career

Change your prospects

Working patterns that make a change...

Make a change to your career and your community

You can change more than you think

A career in social work changes you every day

Route A

Work for change
Work for
Sampletown Council

Work for change
Work for
Sampletown Council

I'm **reshaping** Sampletown and my career.

I'm **transforming** green spaces.

I'm **earning** while I'm **learning**.

I'm **boosting** tourism and my pension pot.

I'm **keeping** my community **safe**.

I'm **helping** Meeka to live independently

We're **changing** lives around the school run.

Route B

Make a difference
Work for your local community

You can restart your career right now.

You can start a career that matters.

You can turn local pride into a rewarding career.

Make a difference Work for your local community

You can be the difference.

You can turn things around here.

You can make Sampletown your place to succeed.

You can turn caring into a career today.

Make a difference Work for your local community

Route C



The research

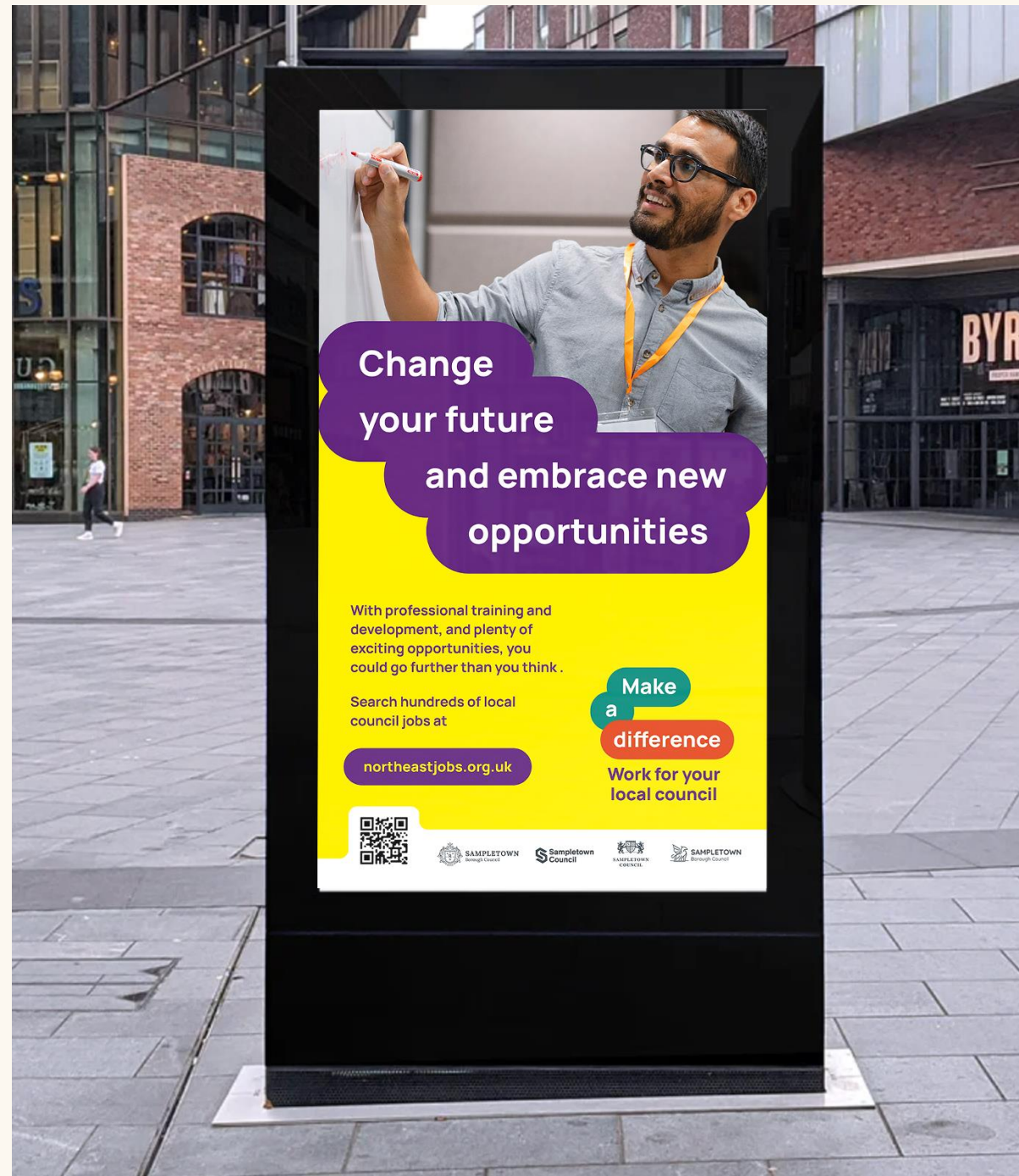
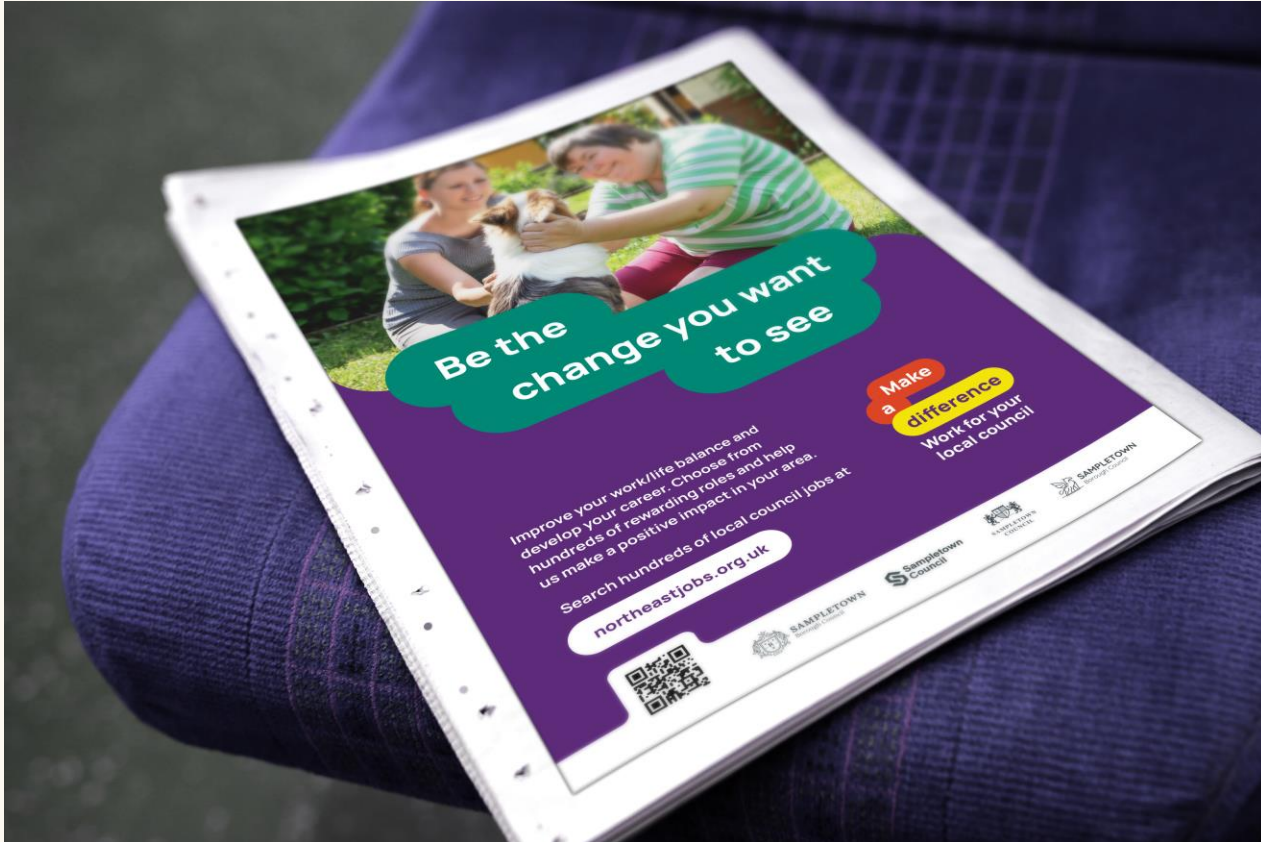
Two stage research combining qualitative focus groups and quantitative online surveys during both phases of fieldwork.

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 to reflect audience and stakeholder feedback



Supporting our audience targeting

Intended campaign target audience remains broad – but some interesting findings emerged from the research.

- Most receptive audience found to be well-educated, 30-39 year olds, not white British and may or may not have children.
- 42% likely or very likely to investigate jobs with their local authority.
- Dissatisfaction with a current role wasn't driving stronger intent to investigate council roles.



A warm audience to go after – but a clear need to push our motivating messages around council roles to pull people to consider them in the mix.

Image to represent diversity

Diversity and inclusion is important when selecting images. For the purposes of this campaign the diversity we seek to represent also includes that of job role, age and environment.



Be the change you want to see

Improve your work/life balance and develop your career. Choose from hundreds of rewarding roles and help us make a positive impact in your area.

Search hundreds of local council jobs at northeastjobs.org.uk

Make a difference
Work for your local council



Change more than your work/life balance

Flexible working at your local council could mean hybrid, part time, term time only or compressed hours - and changes the lives of real people in your community.

Search hundreds of local council jobs at northeastjobs.org.uk

Make a difference
Work for your local council



Change your future and embrace new opportunities

With professional training and development, and plenty of exciting opportunities, you could go further than you think at your local council.

Search hundreds of local council jobs at northeastjobs.org.uk

Make a difference
Work for your local council



Hundreds of opportunities to change your future

Find a career that suits your strengths - hundreds of different roles available from social media to social care.

Make a difference in your area, visit northeastjobs.org.uk

Make a difference
Work for your local council



Testing the campaign in the real world

The campaign has been piloted in the North East with 12 authorities and ran between January – March 2024.

- Multi channel paid campaign
 - Social media
 - Digital banners
 - Outdoor billboards and posters
 - Radio and podcasts

Supported by a toolkit for councils to activate the campaign across their own channels and opportunities.



*Darlington, Durham,
Gateshead, Hartlepool,
Middlesbrough,
Newcastle-upon-Tyne,
Northumberland,
North Tyneside, Redcar
and Cleveland, South
Tyneside, Stockton and
Sunderland.*

Storycatchers



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