

**Make
a
difference**

**Work for your
local council**

**National Recruitment
Campaign Toolkit**

Version 2



Funded by
UK Government



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About the campaign

Many councils are facing recruitment problems. Over half of councils surveyed said that workforce capacity issues are likely to affect their ability to deliver services.

So as part of the LGA's Sector Support Programme, we are actively helping councils to attract new talent. And a key part of this is to deliver a national recruitment campaign.

After rigorous research, we discovered the key messages that would resonate with potential candidates (more about this later), and used this insight to run a pilot campaign in the North East.

Now, after the success of the pilot, we're ready to roll the campaign out nationally – and invite all councils to take part.

This toolkit is full of everything you need to run your own tried and tested campaign, including photography, video, radio, copy and other ready-made assets – while giving you the freedom to create bespoke elements for your own council.

The campaign has been co-produced with the local government sector and Solace, and is funded by the UK Government.



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Creative approach

The campaign developed centres on the motivational proposition:
choosing a career in local government makes a difference.

Both the bespoke research undertaken to inform this campaign development and desk research including the [2016 'Outside the box' research](#) found that 'Public service ethos', 'work/life balance' and 'training and opportunities' are the top motivators for working in local government:

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.

The campaign line '**Make a difference, work for your local council**' delivers the transformative

impact of working in local government – it gives you the power to change your life in a way that can also have an impact on your community.

Visually: the campaign is colourful, energetic and dynamic, just like your local community – we're resetting anyone's negative perceptions around what 'working for the council' means. Fonts are friendly and characterful (just like your workforce) while photography is bright and uplifting.

Messaging: we really lean into the use of the word 'change' in the headlines, and its duality in terms of the change you can make to your career and work/life balance, and the change you can make in your community with a rewarding career in local government.

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Paid media campaign

The paid media recommendation centres on prompting active consideration of local government careers, by stimulating positive local endorsement and intercepting job seeker journeys.

In channel terms this results in a campaign running across:

- Linear and digital radio across the country
- Paid search
- Programmatic outdoor across the region
- Paid social across Meta and LinkedIn platforms
- Programmatic digital display

In the first instance, the paid campaign activity is running for a period of four weeks commencing 4th November. The paid activity will then be paused throughout December, before re-activating for a period of three weeks on 6th January.

January is ideal for our campaign as job searching volumes increase in this 'new year' period.

All campaign materials use a call-to-action to visit localcounciljobs.gov.uk

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Campaign elements

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Brand elements

Campaign lock-up



There are six versions of the campaign lock-up to be used on block colours as shown above.

Download 



The above version is the only logo version to be used on a white background.



Black and white logo versions to be used only when colour is not an option.

Brand elements

Bubble headings:



Bubbles should stack
by thirds with text
centred vertically

Bubbles should be divided by thirds vertically and stacked accordingly with text centred vertically within each bubble.

N.B. Transparency is used here only to illustrate overlap, all colours in comms should be used at 100%

Download 

Typography:

Manrope Extra Bold:

For bubble headings in sentence case only.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Manrope Semi Bold:

For highlighting/pullouts within body copy.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Manrope Regular:

For body copy.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Brand elements

Colours:

- Colours should be used at 100% with no tints, no transparency and no gradients applied.
- Purple text should be used on a yellow or white background.
- White text should be used on orange, green and purple backgrounds.

Yellow

CMYK: 06 04 100 0

RGB: 246 226 0

HEX: #F5E200

Orange

CMYK: 08 88 100 02

RGB: 218 68 38

HEX: #D94425

Green

CMYK: 93 24 63 07

RGB: 0 134 116

HEX: #008674

Purple

CMYK: 78 100 17 05

RGB: 93 43 122

HEX: #5D2A79

Download 

Combined branding guidance

Displaying additional branding.

Supporting branding should be in greyscale to ensure no colour clashes with potentially varied styles of branding and to maintain the clarity of the campaign visuals.

A single additional logo should be positioned to the right of the white panel and aligned under the campaign lock-up, multiple logos should be arranged to achieve as balanced a composition as possible.

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A4 example



One additional logo



Two additional logos



Three additional logos



Four additional logos



Logos should be shown in greyscale

A photograph of two women in an office environment. The woman on the left, with brown hair and wearing a white shirt and a lanyard, is pointing towards a computer monitor. The woman on the right, with blonde hair and wearing a green blazer, is smiling and looking at the screen. In the background, other office workers are visible at their desks. A large purple speech bubble is overlaid on the image, containing the text 'Writing guide'.

Writing guide

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Writing guide

If you're writing copy for any element of the LGA recruitment campaign – here are a few pointers to help you.

Make a difference.

Work for your local council.

This campaign is all about making a difference by working for your local council. That could mean the impact you will make within your local community. It could mean the difference the benefits of working in local council will make to your life. Or the difference it could make to your career prospects. Really, it means all of these – but sometimes we'll dial one up more than the others.

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Choosing the right message

We carried out extensive research to understand which messages would resonate best with people. And these are the themes that came out on top.

1. Make a difference

This is all about showing the positive impact you can make to the lives of real people in your community, when you work for your local council.

2. Flexible working

This one is all about our progressive flexible working practices that can really help people juggle their busy lives – but be careful that you don't over promise, or be too specific about hybrid working or jobs shares etc. They might not be on offer to everyone.

3. Career development

We want people to see a rewarding career ahead of them – and that we'll support them to develop their careers, giving them all the opportunities they need through excellent training and development programmes.

4. Hundreds of jobs

Some people have a preconceived idea about the kinds of jobs available at their local council – and we need to show them that there are lots more roles on offer than they might think.

Writing headlines

Writing headlines

Every headline should focus around one of the four key themes – but if you can get two of them into the same headline, brilliant.

For this campaign, each of our headlines must include a variation of the word 'change'. This is to mirror the sentiment of 'make a difference' in the campaign line – without actually repeating it.

Here are some examples of headlines that we're using in core campaign material – these have already researched well, so if one of these fits your needs, please use it – or tweak it to fit. If none of these work for your piece of communication, try writing one of your own – as long as it feels like part of the same campaign. And remember to include the word 'change'.

If in doubt, Storycatchers (the agency who created this campaign) are happy to help – their details are at the end of this document.

1. Make a difference

- Start a career that makes a real change
- Let's change things for the better

2. Flexible working

- Change to working patterns that work for you
- Change more than your work/life balance

3. Career development

- Change your future and embrace new opportunities
- Develop the skills you need to make change happen

4. Hundreds of jobs

- Hundreds of opportunities to change your future
- Hundreds of jobs. One life changing career.

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Writing headlines

Here are some additional headlines you can use, split out into the four key themes, with options for general audiences, career starters, career switchers and some priority messaging councils told us they needed:

Career starters

Local change	Work/life balance	Career progression	100s of roles
Start a career that makes a real change	Flexible careers to suit a changing workforce	Develop the skills you need to make change happen	Hundreds of life-changing roles to kickstart your career

Career switchers

Local change	Work/life balance	Career progression	100s of roles
It's time to change more than your career	Change to working patterns that work for you	See how far a career change could take you	Fancy a career change? 100s of new roles now live

Priority messaging

Finance	Planning	Social care	Diversity
Use your finance skills to drive local change	Local planning needs change-makers like you	A career in social care changes lives	We need diverse voices to drive real change

Writing body copy

Your body copy should lead directly on from your headline – explaining what you mean and elaborating on the theme.

But you never know who might be seeing your copy, or what is especially important to them – so try to get as many of these messages in where you can.

Where space is tight, you might only be able to reference 2 or 3 of these – but where you have a bit more space, you might be able to include them all and elaborate on each one.

Here are some examples of how you could include multiple themes in a small paragraph:

- Improve your work/life balance and develop your career. Choose from hundreds of jobs and make a positive impact in your area.
- We offer a range of flexible working options – and you could help change the lives of real people in your community. Choose from hundreds of roles available right now.
- With training and development, and plenty of career opportunities, you could go further than you think at your local council. Choose from hundreds of varied and exciting roles and find the one that's right for you.
- Choose from hundreds of roles to find what works for you – and help us make a positive difference in your community.
- We've hundreds of exciting roles in local council and go further than you think. We'll help you develop your career with game-changing training and development – and you could make a real difference in your community.
- Choose a career with great benefits and flexible working – and help us make your community a safer, healthier and happier place to live and work. Search hundreds of exciting roles available right now.

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Dos and Don'ts

- Do** use the pre-written headlines and body copy where possible.
- Do** focus on the four themes outlined above.
- Do** look at the core campaign assets to see how it all fits together.
- Do** lead with personal benefits and put community benefits secondary.
- Do** include the word 'change' in headlines.
- Do** keep your copy short and sweet.

- Don't** suggest specific benefits are available to everyone – if you do reference them, make sure it's clear they will depend on a specific role.

Photography guidance

Photography should be reportage in style, unposed, naturalistic and with a positive tone. Care should be taken to ensure photography is inclusive and representative.

Download 





Toolkit assets

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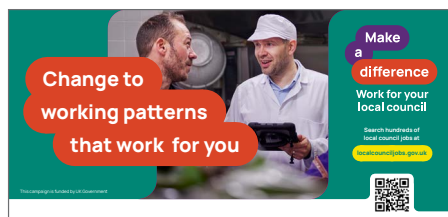
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All four master creative variants are
available to download for each spec.

Screens and OOH



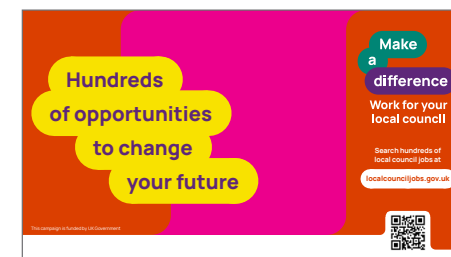
6 sheet PRINT



48 sheet PRINT



Portrait Digital



Landscape Digital

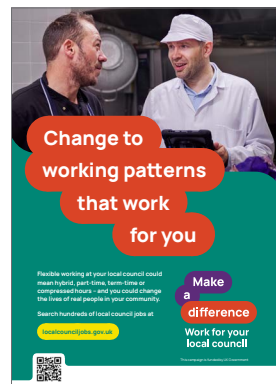
Please note that magenta boxes featured on assets within this toolkit indicate where additional imagery will be introduced to campaign assets and future versions of the toolkit.

Download 

Posters



A4 Poster



A4 Poster



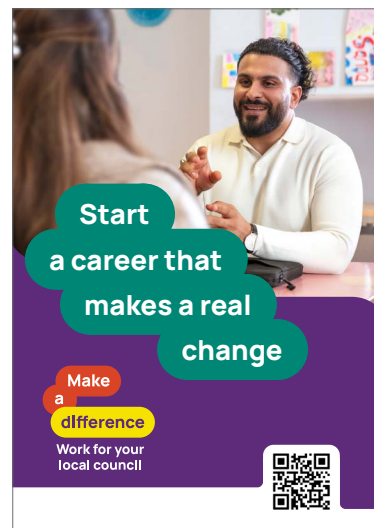
A3 Poster



A3 Poster

Download 

Leaflet

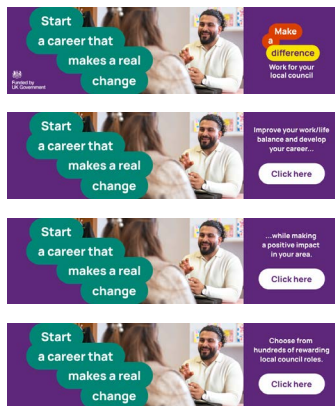


A5 2pp leaflet

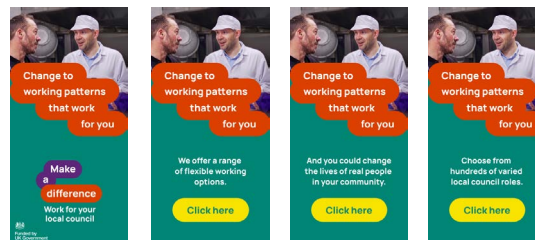
Download 

Digital ads

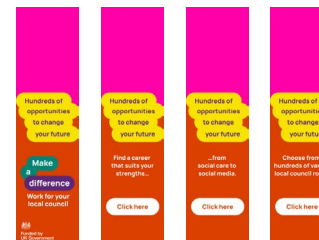
Online banner ads at the following sizes:



Billboard – 970x250px



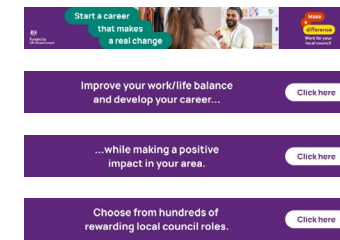
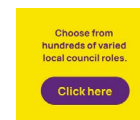
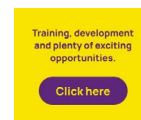
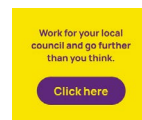
Double MPU – 300x600px



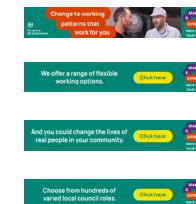
160x600px



MPU – 300x250px



Leaderboard – 728x90px



320x50px

Download 

Social

We have supplied social assets as follows:

Post suggestions:

- Image posts for Facebook, Instagram and LinkedIn at 1:1 and 9:16 ratios
- Carousel post for Facebook and Instagram at 1:1 and 9:16 ratios.

Social media header images for:

- Facebook
- Twitter/X
- YouTube
- LinkedIn

We anticipate you may want to tailor your social posts.

Please refer to the image and writing guides to craft your own messaging in support of the campaign.

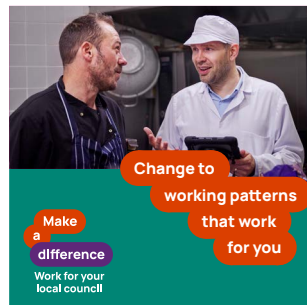
Social

Choose from hundreds of roles to find what works for you – and make a real difference in your community.



Search hundreds of local council jobs at localcounciljobs.gov.uk

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



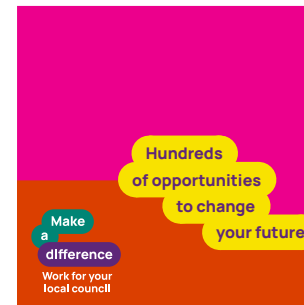
Search hundreds of local council jobs at localcounciljobs.gov.uk

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 localcounciljobs.gov.uk

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 localcounciljobs.gov.uk

Download 

Social

Below are some pre-written copy and headline suggestions for additional social posts you may want to localise.

Help us make your community a safer, healthier and happier place to live and work – with a career that offers great benefits and flexible working.

Let's change things for the better

Search hundreds of local council jobs at localcounciljobs.gov.uk

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

A career with your local council changes everything

Search hundreds of local council jobs at localcounciljobs.gov.uk

Choose great benefits and flexible working – search from hundreds of career opportunities with your local council today.

Hundreds of jobs. One life changing career.

Make a difference in your area, visit localcounciljobs.gov.uk

Public service has its own rewards – but great benefits, generous pension and flexible working are nice too.

Change more than your work/life balance

Search hundreds of local council jobs at localcounciljobs.gov.uk

Go further at your local council – choose from hundreds of varied roles, all with career-changing training and development.

Where change and opportunity come as standard

Search hundreds of local council jobs at localcounciljobs.gov.uk

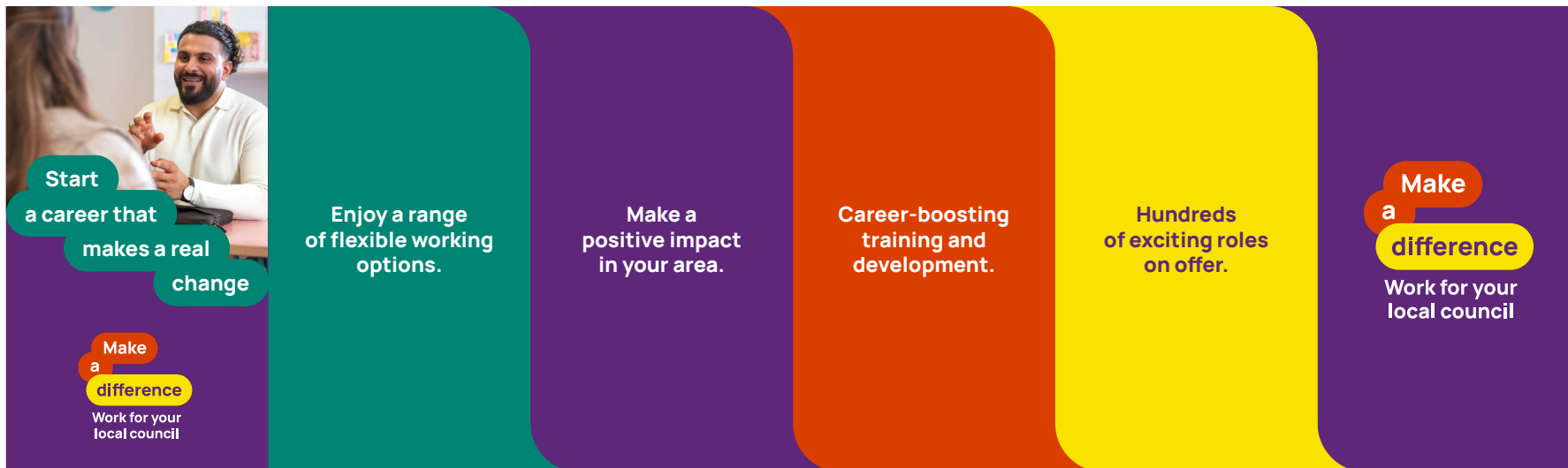
Switch to a career at your local council and go further than you think. We'll help you develop your career with game-changing training and development.

How far will a career change take you?

Search hundreds of local council jobs at localcounciljobs.gov.uk

Social

Carousel social images



Download 

Social

Social channel header images:



Facebook – 851x315px



Twitter – 1500x500px



YouTube – 2048x1152px



LinkedIn – 1128x191px

Download 

Email

We have supplied assets for emails as follows at 650px width:



E-bulletin campaign image



E-bulletin footer



Campaign email signature



Campaign coloured dividers

Download 

Please see the writing guide to support writing your email copy.

Video



Download 

Video



Video intro/outro animation – mp4

Download [!\[\]\(eafc244b53721dd1ec133f0772f70fc7_img.jpg\)](#)

Radio

Script 1

Omaid (matter of factly proud): I like working for my local council because I know I'm making a difference in my community.

Caitlin: I'm a carer for my mum and flexible working makes that so much easier

Kerry: I was given all the training I needed and now I'm helping the next generation.

Daniel: I was surprised at the range of different jobs.

Caitlin: I like the can-do culture

Daniel: The challenge

Kerry: The opportunities

Omaid: The support

MVO (Warm, down to earth, friendly, encouraging): Make a difference.
Work for your local council. Search hundreds of jobs at localcounciljobs.gov.uk

Kerry: I really love my team

Download 

Radio

Script 2

Kerry (matter of factly proud): Working for my local council means I get to make a difference to people's lives.

Daniel: Flexible working makes childcare so much easier to juggle.

Omaid: I've always felt fully supported to take my career further.

Caitlin: The variety of roles means there's a job to suit everyone

Daniel: I like the diversity

Caitlin: The opportunities

Omaid: I get to help people

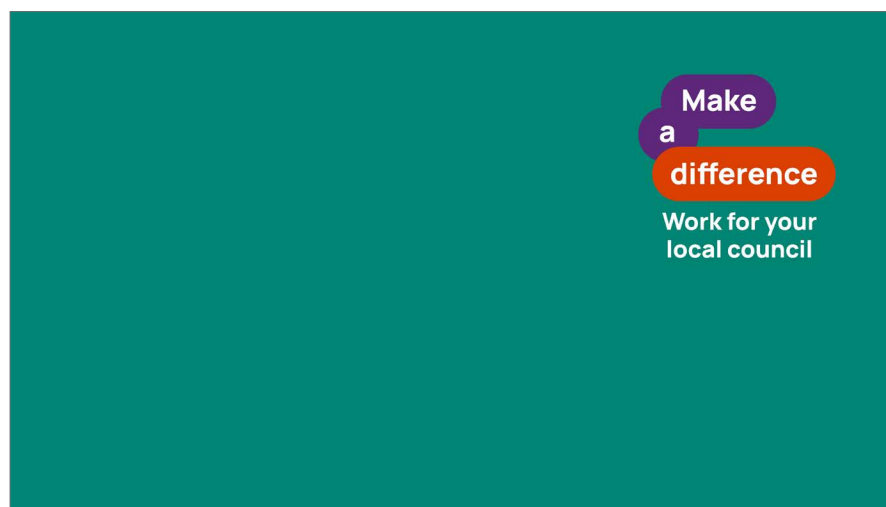
Daphne: Every day is different

MVO (Warm, down to earth, friendly, encouraging): Make a difference.
Work for your local council. Search hundreds of jobs at localcounciljobs.gov.uk

Kerry: It just works for me

Download 

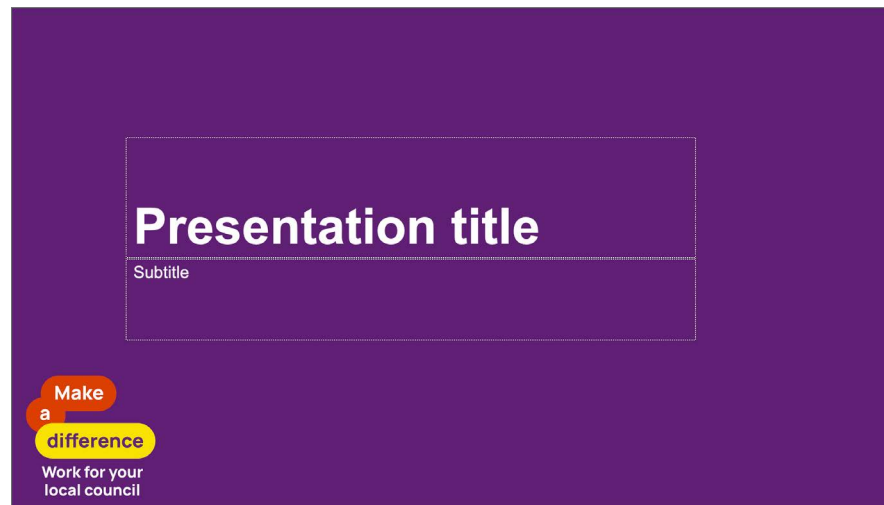
Office templates



Teams/Zoom backgrounds – 1920x1080px

Download 

PowerPoint templates



PowerPoint template – 1920x1080px

Download 

Combined authorities

Combined authorities are invited to get involved, support and promote the campaign alongside their constituent councils, and councils across the country, who will be participating.

The campaign is the first of its kind to showcase the wide range of rewarding and impactful career opportunities on offer across local government.

The campaign website (www.localcounciljobs.gov.uk) will include a link for each combined authority's jobs and careers page when a user enters a postcode that is in an area with a combined authority. It will also provide links to the websites of its constituent councils.

If combined authorities would like to actively promote the campaign, there is a brand logo which is inclusive of the wider local government family as it refers to 'local government' rather than 'local council'.

Combined authorities are welcome to utilise this 'Make a Difference, Work in Local Government' logo. This brand logo can be used with the editable assets that are provided within this toolkit.

For further support, please contact makeadifference@local.gov.uk.

Campaign tracking

To understand how the national campaign performs, we'd really appreciate your support in tracking campaign metrics. Where possible, we therefore ask that you please have Google Analytics installed on your recruitment and job listings pages.

It would be great if you can have a Google Analytics event to track when a job application or a similar enquiry is submitted.

When visitors click through from the 'Make a difference' website to your job site, we will be sending information through in UTM parameters in the URL to describe exactly where the visitor has come from. Where possible, please avoid stripping any parameters out of the URL as this data may be lost.

These parameters will be stored in your Google Analytics property within the standard dimensions "session manual source" and "session manual campaign". Google Analytics will collect this information automatically.

At the end of the campaign, we will want to ask for an export of the Google Analytics data relating to visitors that have come from the 'Make a difference' website. You will be able to filter to the correct data using those dimensions.

For any support or queries on campaign tracking and Google Analytics, please contact makeadifference@local.gov.uk.

Campaign contact details

For support or queries on any elements of the campaign pilot you can get in touch with these details:

LGA campaign contact:

makeadifference@local.gov.uk

Storycatchers contacts:

For support with any element of the artwork or brand elements – feel free to contact us:

Katy Baker

katy@thestorycatchers.co.uk

Toby Wildgoose

toby@thestorycatchers.co.uk