

Planning – a career?

This campaign toolkit is for use by local authorities, employability services, government departments and any organisations associated with the planning profession.



Why we need to promote planning as a career path

There's a national shortage of qualified planning professionals. By using the campaign materials provided here, you can help:

- give young people an insight into planning as a career option
- encourage young people to find out more about planning from national agencies
- increase interest in, and take up of, planning qualifications
- plug a recognised skills gap

This pack has been produced by Fife Council on behalf of Heads of Planning Scotland (HOPS) and the Improvement Service, to support national efforts to expand our skilled workforce.

With thanks to teams at Aberdeenshire Council, Argyll & Bute Council, Glasgow City Council and Shetland Islands Council for their contributions.

Using this toolkit

We've provided a range of ready to use assets that you can download via the links in this toolkit.

If you'd like any of the original artwork or video files to tailor for your local area, for example to add details of your own career website, get in touch at design.enquiries@fife.gov.uk

Media release / web copy

[This statement](#) has been approved by Heads of Planning Scotland.

You could:

- customise it with a quote from your local Head of Planning or relevant spokesperson and issue to local media outlets
- use elements of the copy along with other assets on your website.

Suggested copy for social channels

These are just some suggested lines. Of course, you know your account and audiences best – so please do create local copy with relevant contextual detail and web links as you see fit!

- Doing some career planning? What about a career IN planning? We spoke to some of Scotland's young planners about how and why they got into the profession...
- A career as a planner. Think it sounds dull or put off by stereotypes? Hear what Scotland's young planners love about their job.
- Protecting the environment, building sustainable communities, helping address inequality, watching your work take shape around you. If you've ever considered a career in planning, check out this advice from Scotland's young planners.
- Planners - who are these people?! Find out in this five-minute video from young professionals around Scotland. It could be the career you'd never planned on!
- The world needs planners. Find out more about planning as a career option at <<web address>> and make a difference to the world around you.
- Help us plan a sustainable future for happy, healthy communities. Choose a career in planning. <<web link>>

Leaflet



[Localised example]

[This flyer](#) could be customised with your own website and logo for use at careers fairs, in schools etc.

[Full flyer artwork is available to download here.](#)

Video

Full main video [16x9]

Suitable for websites - Run time 05:11 ;
Subtitles included

This video combines a few facts about planning, and key national resources, with inputs from a range of young planners about how they got into the profession, the subjects they studied, what they like most about it and their advice to anyone considering it.



Static Social Media Graphics [1:1]

**PLANNING
AN
EXCITING
CAREER?**

Find out more about a career in planning.



**MAKE A
DIFFERENCE
TO THE
WORLD
AROUND YOU**

Find out about a career in planning.



Social media video [1:1]

Shorter videos and social posts can complement and signpost people to more detailed reference information / the full video held online.



**Why do Scotland's
young planners love
their job?**

Run time 00:47

**CONSIDERING
A CAREER IN
PLANNING?**

**Considering a career in
planning?**

Run time 00:55

**Why are young people
choosing a career
in planning?**

**Why are young people
choosing planning as a
career?**

Run time 01:25

**PLANNERS
HELP
BUILD A
BETTER
WORLD**

Find out about a career in planning.



**PLAN
FOR A
PLANNING
CAREER!**

Find out who chooses to do it and why.

