

For immediate release
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Great Yarmouth Borough Council backs new careers campaign

Great Yarmouth Borough Council is backing a new campaign to encourage people to pursue rewarding careers with their local councils.

The new Make a Difference, Work for your Local Council campaign aims to inspire people to explore career opportunities that have a direct and lasting impact on the lives of others.

District councils like GYBC provide essential services that people rely on every day, including housing, planning, environmental health, customer services, human resources and finance. Following a successful pilot in the North East of England, the campaign highlights the wide range of roles available in council services, welcoming people from all backgrounds and skill levels who are looking to begin a new role in local government.

Produced in collaboration between the Local Government Association (LGA), Solace, Regional Employers Organisations and councils across the country as part of the LGA's Sector Support Offer and funded by the UK Government, the campaign showcases the variety of meaningful and fulfilling opportunities in local government.

With many councils experiencing recruitment and retention challenges amid growing demand for services, the initiative comes at a crucial time. It aims to address workforce shortages by attracting new talent to ensure councils can continue to provide the vital services on which communities depend.

Sarah Tate, Great Yarmouth Borough Council's Head of Organisational Development, said: "Working in local government offers unparalleled opportunities to make a real difference in people's lives and there has never been more important or valued time to join.

"We have a huge variety of roles and teams at Great Yarmouth Borough Council with staff who are dedicated to making a real difference to people's lives."

Councillor Abi Brown, chairman of the LGA's Improvement and Innovation Board, said: "Hundreds of essential services are provided every day by councils and combined authorities to keep our communities running.

"From caring for families and protecting children from harm, to ensuring takeaways and restaurants are safe and keeping our streets clean, there are a wide variety of challenging but equally rewarding roles on offer."

Anyone interested in discovering how they can contribute to the future of their community by working for their local council can visit the dedicated campaign website: www.localcounciljobs.gov.uk

The campaign website includes a postcode search to help job seekers find their ideal role. With hundreds of jobs in varying roles across the country, there are roles to suit all levels of experience, skills, and ambitions.

To find out more about the latest job opportunities at Great Yarmouth Borough Council please visit: <https://www.great-yarmouth.gov.uk/article/11481/Job-Vacancies>