



# Rail Maintenance Recruitment Campaign

Communication Toolkit  
Summer 2025 | Phase one





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# 1.0 Campaign background

**As part of the celebrations for Railway 200, we are using this opportunity to run a national recruitment campaign focusing on our maintenance roles.**

We have created this toolkit for you to use on your communications channels from 19 May 2025 onwards. We will also be running this campaign on digital advertising channels such as Facebook and LinkedIn for four weeks in June.

We have a dedicated landing page for the duration of the campaign [networkrail.co.uk/powering-everyday](https://networkrail.co.uk/powering-everyday) where each region will have live area for candidates to register their interest in the roles below:

- Operative
- Technician
- Team Leader

Maintenance roles are fundamental to the running of our railway. We know we always have a continual demand for these resources.

By highlighting these roles, our recruitment campaign aims to:

- Increase the visibility of Network Rail maintenance careers to audiences that may not currently consider Network Rail as an employer of choice or maintenance roles as a career option in 2025.
- Increase the number of quality applicants.
- Ensure that the campaign appeals to a diverse mix of people and demographics – with a focus on under-represented groups in maintenance including women, ethnic minorities and younger people.





## 2.1 Print posters

### To support the campaign, you can:

Print the static posters to be displayed in areas such as stations or platforms.

Our print partner APS can print these posters in high quality if required. Please contact [NRprint@theapsgroup.com](mailto:NRprint@theapsgroup.com) or call **0161 495 4515** for more details.



A1 – A4 posters (with crop marks for professional printing)

[Download here](#)

A1 – A4 posters (without crop marks for in-house printing or web use)

[Download here](#)



Double Royal (with crop marks)

[Download here](#)

Double Royal (without crop marks)

[Download here](#)



## 2.2 Digital posters

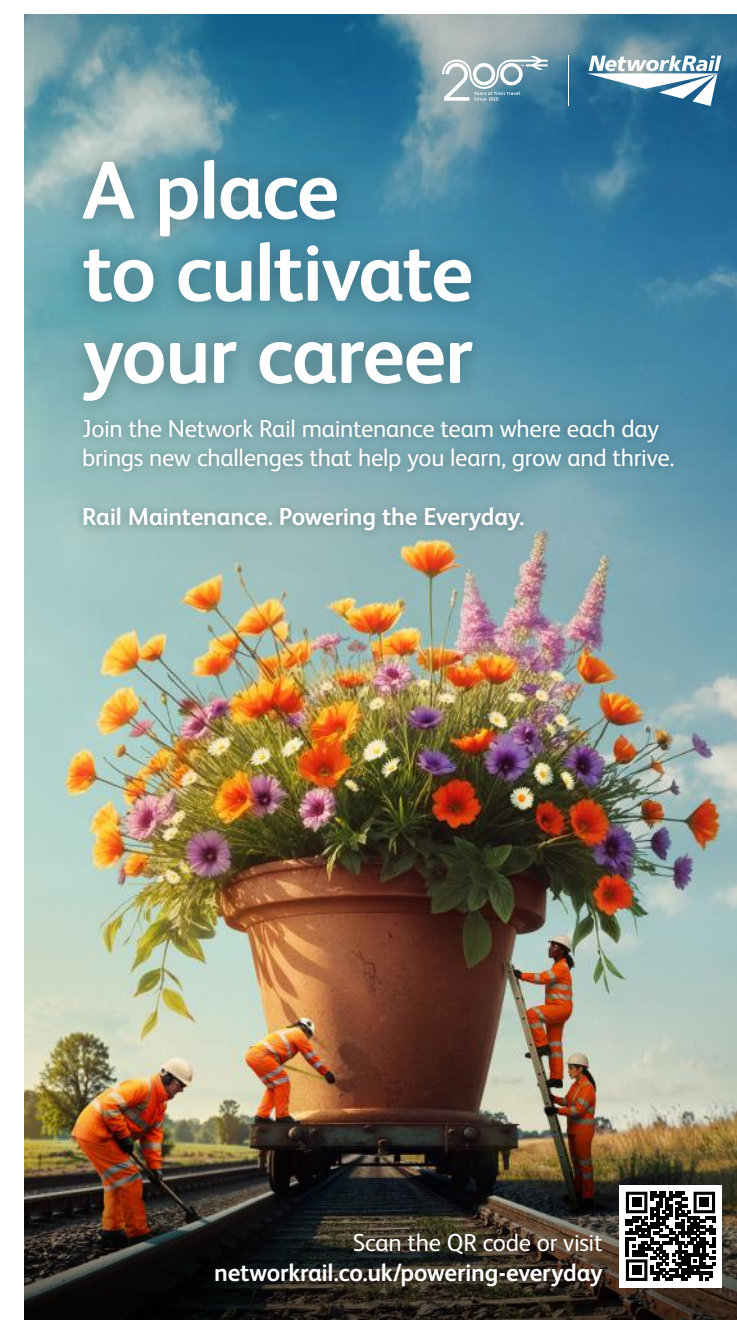
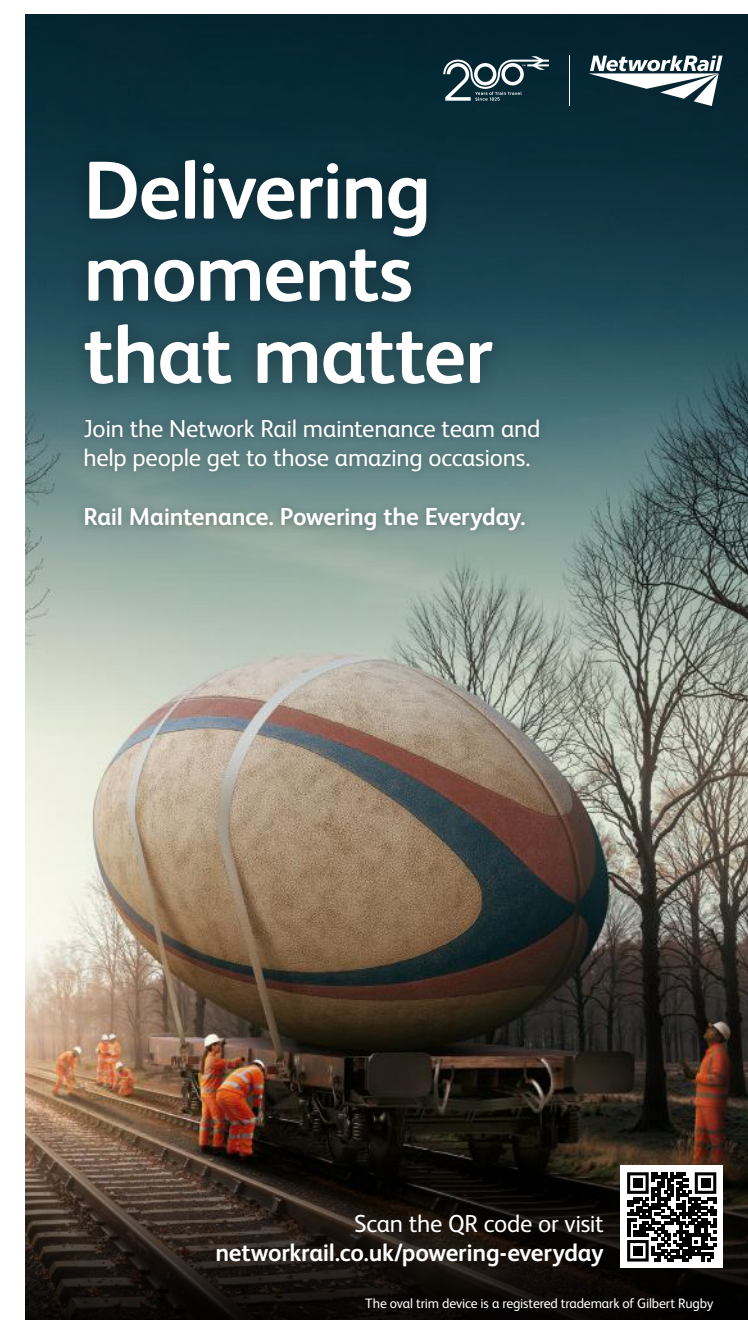
To support the campaign, you can:

Download these posters and display them on digital screens and any advertising placements available to you at your stations.



D6 posters (1080x1920)

[Download here](#)

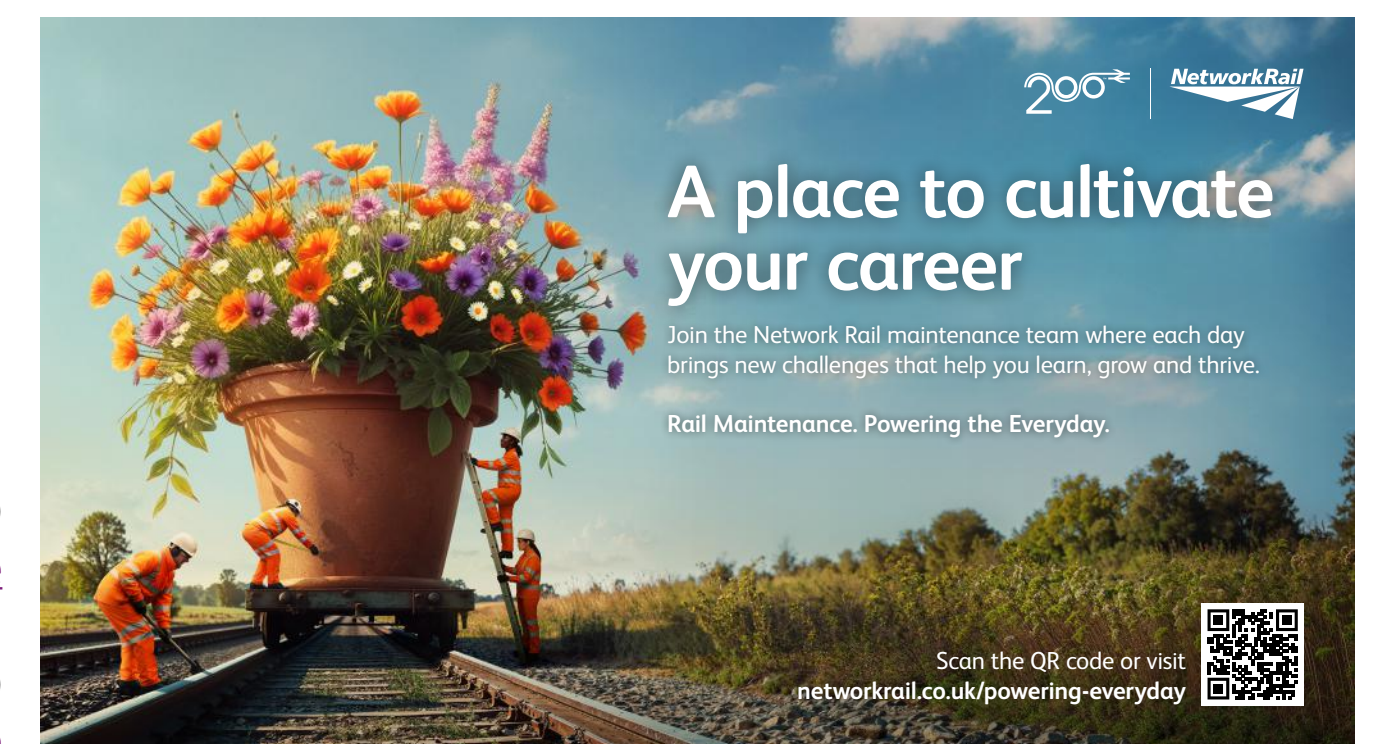
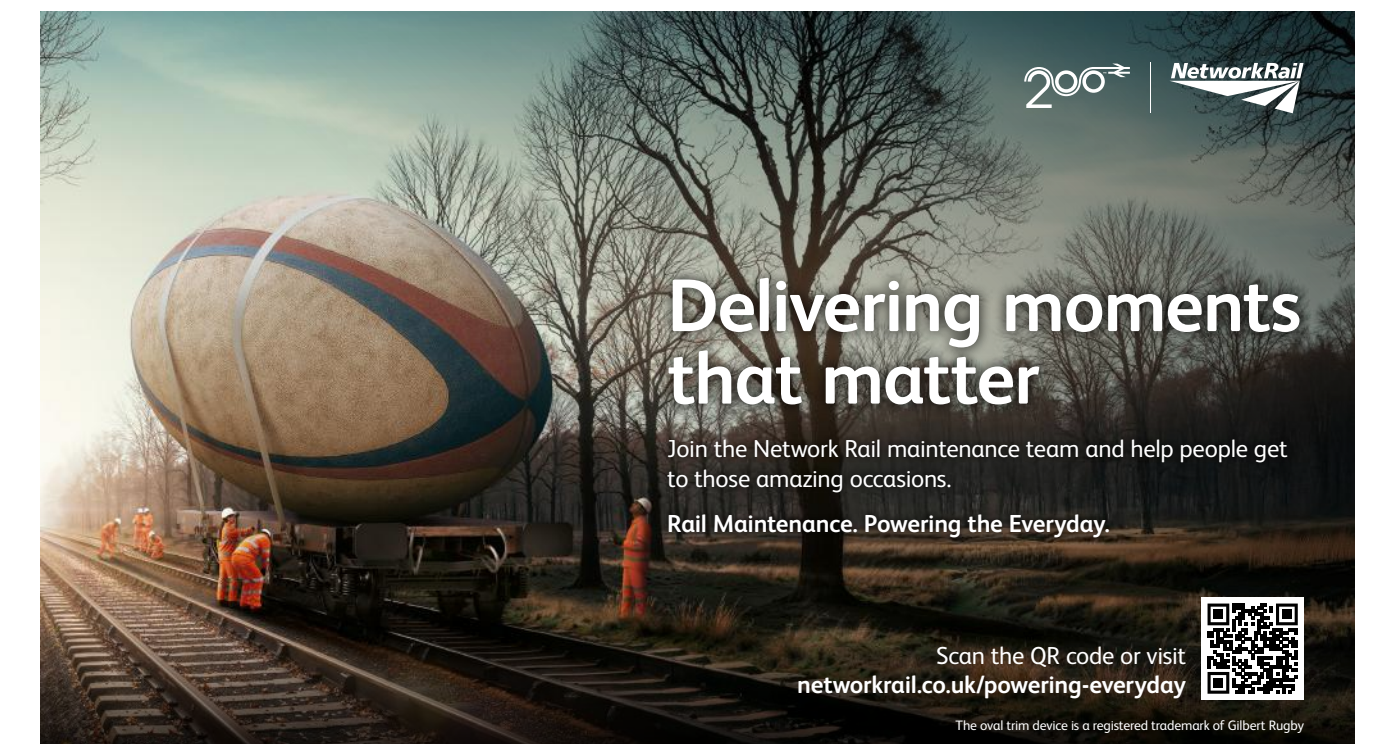


Digital static screens (1920x1080)

[Download here](#)

Digital animated screens (1920x1080)

[Download here](#)





## 2.3 Social media

### To support the campaign, you can:

Download the images or animations and share on your social media channels with suggested post copy. You can also add to the suggested post copy any bespoke information about roles you are recruiting for. For more information, direct your audience to: [networkrail.co.uk/powering-everyday](https://networkrail.co.uk/powering-everyday)

#### Suggested post copy:

##### <Post copy for Rugby Ball image>

Join the Network Rail maintenance team and help people get to those amazing occasions.

##### <Post copy for Plant Pot image>

Join the Network Rail maintenance team where each day brings new challenges that help you learn, grow and thrive.

##### <Post copy for teacup image>

Join the Network Rail maintenance team where we work together to keep the railway running for millions of people every day.



Social static posts (1080x1920)  
[Download here](#)

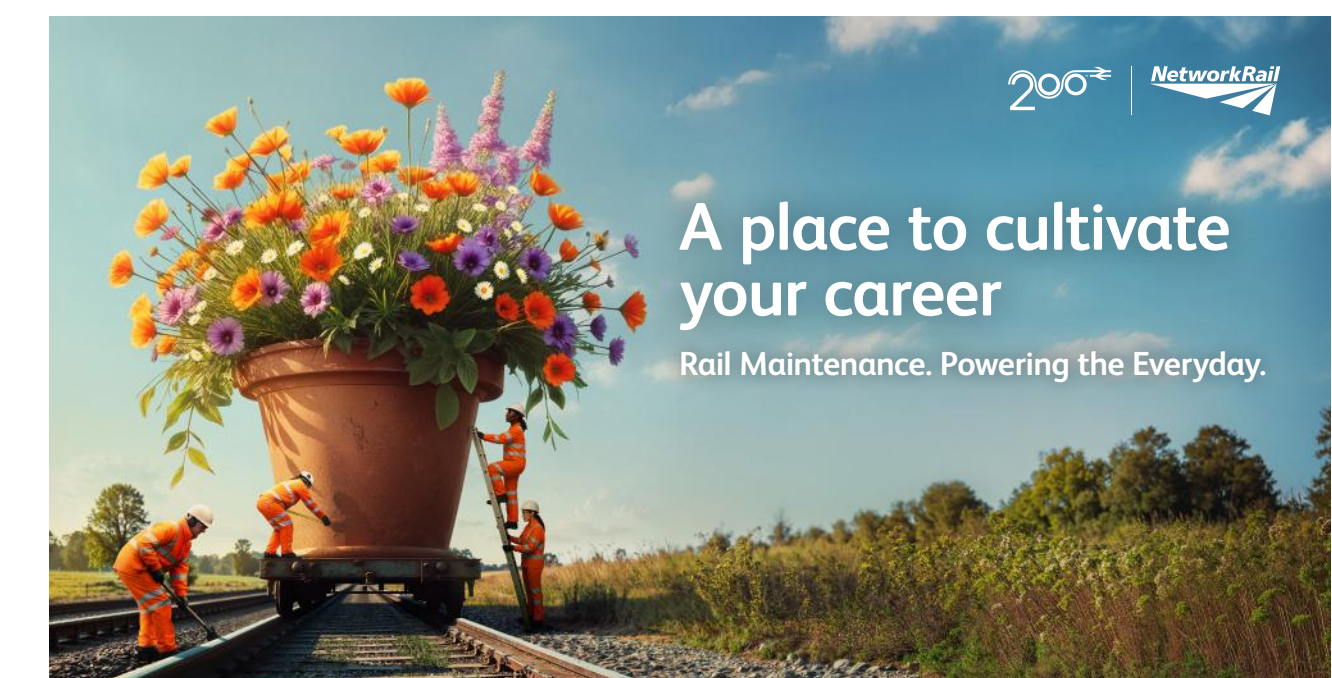
Social animated posts (1080x1920)  
[Download here](#)



Social posts (1080x1080)  
[Download here](#)



Social posts (1080x1350)  
[Download here](#)



Social static posts (1200x627)  
[Download here](#)

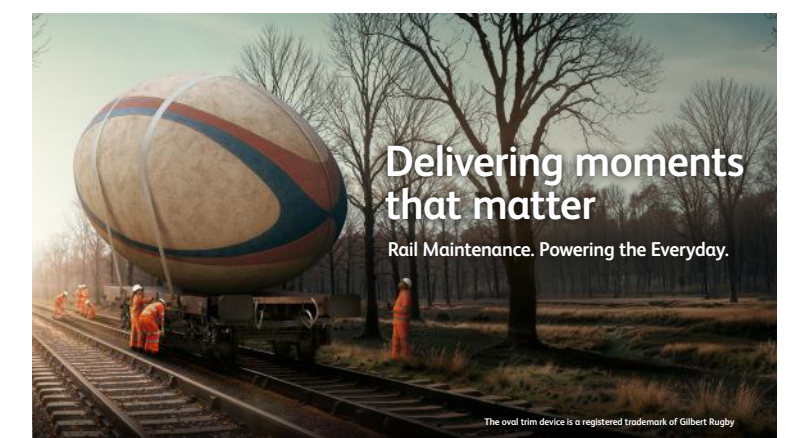
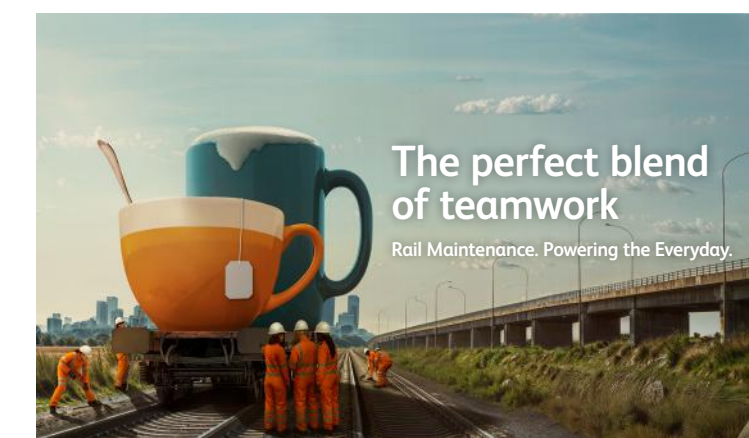
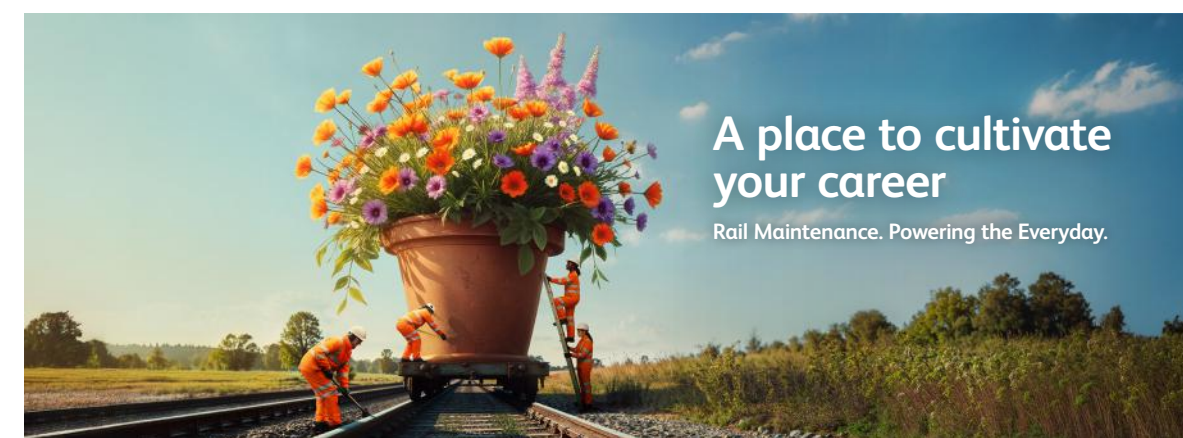
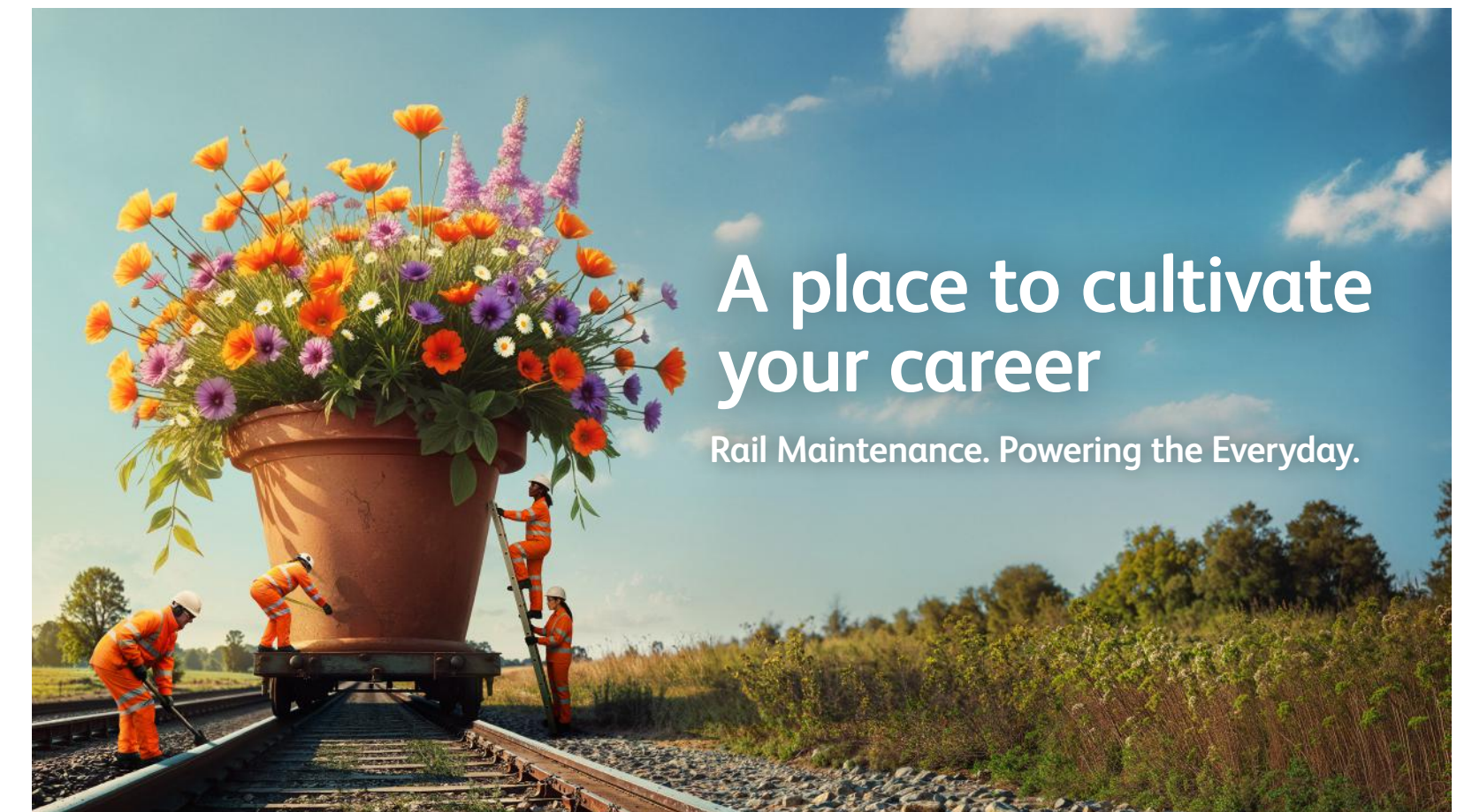
Social animated posts (1920x1080)  
[Download here](#)



## 2.4 Website

To support the campaign, you can:

Use the digital banners on your website, blogs, newsletters or other digital channels where you communicate about recruitment or any specific roles.



Web carousel images (1900x700)

[Download here](#)

Webpage images (1200x675)

[Download here](#)



## 3.0 Advertising for recruitment teams

Here is a list of relevant assets that you can use to promote the campaign and advertise your specific maintenance vacancies.

**Social media** – Use social media images on LinkedIn or any other platforms your local communications team may have access to. You can accompany the image with suggested copy (see [page 6](#)) or post your own recruitment message.

**Print posters** – Use posters for recruitment fairs, events and to promote locally with your community, on any advertising spaces available to you. If you require high-quality printing services contact our APS partner: [NRprint@theapsgroup.com](mailto:NRprint@theapsgroup.com) or call **0161 495 4515**.

**Other assets** – You can also utilise the other assets from this toolkit if you have any advertisement placement available to you, such as blogs, website, digital screens, etc.

You can download all the available formats for this campaign from the previous pages of this toolkit or access them at [networkrailcampaigns.co.uk/recruitment-campaign-2025/](https://networkrailcampaigns.co.uk/recruitment-campaign-2025/)



To download the required social images please see [page 6](#) for download links.



To download the required posters please see [page 4](#) for download links.



## 4.0

## Contact list

Thank you for supporting the campaign.

We plan to evolve this recruitment campaign beyond maintenance and provide new, editable assets that allow you to tailor information specific to your business area and roles.

For any questions or support regarding this campaign, please reach out to the following contacts:

### **Emily McCabe**

Recruitment Marketing Lead

[Emily.McCabe@networkrail.co.uk](mailto:Emily.McCabe@networkrail.co.uk)

### **Adam Ritchie**

Head of Resourcing

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### **Faye Scadden**

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