

#PartTimeWorks – our Autumn campaign

Make your part-time working pattern visible – and help others feel confident to do the same. Launch date: Wednesday 1 October 2025, 8:30 AM

Part-time Works

THE PODCAST.



What's Happening?

This autumn, we're inviting people across the UK to share their working patterns on **LinkedIn** – openly and proudly – to show that:

- **Yes, meaningful, well-paid jobs *can* be done part-time.**
- **Yes, *you* can ask for flexibility too.**

Why Now?

Despite 8 million people in the UK working part-time, only **12% of job ads** mention part-time options – and most of those are clustered in low-paid roles.

This lack of visibility reinforces the myth that part-time work isn't possible in senior, skilled, or fulfilling roles.

It's 2025. It's time to change that.

Why This Matters

In today's world of work – where people are living and working longer – part-time and flexible roles are essential. They help people manage **caring responsibilities, long-term health conditions**, and other life demands, while continuing to thrive professionally.

That's why **Timewise** and the **Standard Life Centre for the Future of Retirement** have spent the past two years producing the **Part-Time Works podcast** – showcasing modern part-time work and the real-life reasons people need it.

timewise

Standard Life Centre
for the Future of Retirement

What we're asking you to do

From **Wednesday 1 October**, we're kicking off **three months of LinkedIn storytelling**. Here's how to take part:

1. Start your post with:

"Did you know I work X days a week? Here are my reasons..."

2. In your post, share:

- Your working pattern (or as close as you can describe it).
- Why you work part-time or flexibly.
- How it works for you – and what your employer or clients gain from it too.

3. End your post with this paragraph (feel free to copy & paste):

*PS... want to know why I'm posting about my working pattern?
Because I believe that #PartTimeWorks in all kinds of jobs, at all kinds of levels.
That quality part-time job opportunities unlock lives, enrich businesses and make good things happen.
Want to know more? Check out Timewise x Standard Life Centre for the Future of Retirement's campaign here:
<https://timewise.co.uk/podcast/>*

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Let's Make It Visible

By flooding LinkedIn with real stories and real working patterns, we can:

- Break the stigma around part-time work.
- Inspire others to ask for the flexibility they need.
- Show employers that part-time works – for everyone!

Extras to Boost Your Post

- Add a **#PartTimeWorks swoosh** to your LinkedIn profile picture.
- Tag us and use these hashtags so we can find and amplify your post:

@Timewise | @StandardLifeUK
#StandardLifeCentreForTheFutureOfRetirement | #PartTimeWorks