

#PartTimeWorks – For Men (NEW '26 campaign phase)

Part-time Works

THE CAMPAIGN.

Over 2 million men work part-time in the UK – are you one of them?
Tell your story & help make part-time work for men more visible and mainstream.

Launch: Thursday 1 October 2026, 8:30 AM

What's Happening?

Over 2 million men work part-time in the UK – but often under the radar. This autumn, we're inviting men who work part-time (from all over the UK) to share their working patterns on LinkedIn – openly & proudly. Help create role models for others and **show that meaningful, decently paid jobs can be done part-time – by men as well as women.**

Why Now?

Part-time work is strongly associated with women. But good job design supports healthier, longer working lives for everyone. In many male-dominated sectors (like tech, construction, logistics & engineering) sickness and burnout levels are high.

Men need access to part-time work too. It's time to show that it's possible, how people make it work – and that it can be incredibly successful.

Why This Matters

Role models are needed! People are living and working longer, which makes good-quality flexible and part-time roles essential.

From managing long-term health conditions, to caring and other life demands, good part-time work helps people stay well and keep thriving.

Timewise and the **Standard Life Centre for the Future of Retirement** are proud to promote the **Part-Time Works podcast** – showcasing modern part-time work and the real-life reasons people need it.

What we're asking you to do

From **Thursday 1 October**, we're kicking off a wave of **storytelling via LinkedIn**. Here's how to take part:

1. Start your post with:

"Part-time work isn't just one thing - here's what it means to me..."

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/>

Let's Make It Visible

By flooding LinkedIn with real stories of men working part-time, we will:

- Challenge the stigma.
- 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 (we'll share instructions closer to the time).
- Tag us and use these hashtags so we can find and amplify your post:

@Timewise | @Standard Life Plc
#PartTimeWorks