

WHITE PAPER

Preparing for Apprenticeship Recruitment

Advanced carpentry and joinery Aircraft maintenance fitter / technician (fixed and rotary wing) Assistant accountant Aviation maintenance mechanic (military) Bookbinder Business administrator Ceramicist Civil engineering technician Composites technician Construction surveying technician Credit controller / collector Dental hygiene therapist Digital business specialist Electrical, electronic product service and installation engineer Equine groom Financial adviser Food and drink process operator Gas engineering Hair and Beauty Heavy vehicle service and maintenance technician Hospitality supervisor Installation electrician / maintenance electrician Investment operations specialist Junior content producer Lead adult care worker Live event rigger Maritime caterer Military (Royal Navy) electrical mechanical mechanic Motor vehicle service and maintenance technician (light vehicle) Non-destructive testing operator Operations / departmental manager Passenger transport driver - bus, coach and rail Plasterer Power engineer (degree) Professional accountant Puppet maker Recruitment resourcer Sales, Marketing and Procurement Senior / head of facilities management Senior metrology technician Smart systems information and security Sports turf operative Supply chain warehouse operator Thermal insulation operative Unified communications trouble shooter Voluntary and community sector worker Wood-turner Able seafarer - deck Advanced credit controller and debt collection specialist Airside operator Assistant technical director - visual effects Aviation operations manager Bookkeeper Business analyst Chartered legal executive (degree) Cleaning and support services operative Conservator Construction technician Crop technician Dental laboratory assistant Digital engineering technician Electronic systems technician Estate agent / auctioneer Financial services administrator Food industry technical professional (degree) Gas network craftsperson Hair professional Highway electrical maintenance and installation operative Hospitality team member Insurance practitioner Investment operations technician Junior energy manager Lead practitioner in adult care Live event technician Maritime electrical fitter Military engineer Motorcycle manufacturer and designer Nuclear health physics monitor Ophthalmic technician Passenger transport onboard and station team member Plumbing and domestic heating technician Power network craftsperson Professional accounting taxation technician Rail and rail systems engineer Regulatory compliance officer Sawmilling Senior chef culinary arts Senior pharmacy services assistant Social Care Stairlift, platform lift, service lift electromechanic Surveying technician Toolmaker & tool and die maintenance technician Utilities engineering technician Wall and floor tiler Workboat crewmember Academic professional Advanced dairy technician (technologist) Airworthiness planning, quality and safety technician Associate ambulance practitioner Bakery Bricklaying Business fire safety advisor Chartered manager (degree) Clockmaker Construction Continuous improvement manager Customer service practitioner Dental nurse Digital marketer (level 3) Embedded electronic systems design and development engineer (degree) European refrigeration, air conditioning and heat pump design and applications engineer Financial services customer adviser Food technologist Gas network team leader Hand engraver Highway electrician / service operative Housing / property management Insurance professional IT solution technician Junior estate agent Leader in adult care Locksmith Maritime fabricator Milliner Motorcycle technician (repair and maintenance) Nuclear operative Organ builder Passenger transport operations manager Podiatrist Power networks engineer Project / programme / portfolio manager (degree) Rail and rail systems principal engineer Rehabilitation practitioner Scaffolder Senior chef production cooking Serious and complex crime investigator Social worker Steel fixer Survival equipment fitter Trade supplier Vehicle damage assessor Watch maker Workplace pensions consultant or administrator Accident repair technician Advanced golf greenkeeper Animal care and welfare officer Associate project manager Beauty professional Broadcast and communications engineer Business improvement technician Chartered surveyor (degree) Commis chef Construction assembly technician Continuous improvement technician Customer service specialist Dental practice manager Digital marketer (level 6) Emergency service contact handling Event assistant Financial services professional Forest

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Introduction

With the Government's Apprenticeship Levy coming into place this April, we wanted to gauge candidate perceptions of apprenticeships. This white paper outlines key findings from our survey and offers advice to help you plan your apprentice recruitment strategy.

What is the Apprenticeship Levy?

The Apprenticeship Levy was announced as part of the Summer Budget in 2015.

Starting on 7th April 2017, the Levy will see organisations with an annual wage bill of over £3 million required to pay the sum of 0.5% of their bill into the Digital Apprenticeship Service. Employers can then access this fund to pay for apprenticeship training and end point assessment. The government aims to raise £3 billion per year to fund three million apprenticeships by 2020.

What does this mean for the public sector?

The Government is looking to public sector organisations to support the growth of the programme and become models for others to follow.

New legislation stipulates that at least 2.3% of a public sector organisation's workforce must be apprentices. Initially, this will only apply to organisations with over 250 employees, however there is nothing to say that this won't change dependent on results elsewhere. In total, the public sector will be expected to deliver 16.2% of the three million apprenticeships that the Government has targeted.

Understanding Apprentices

Given the high targets put in place by the government, we wanted to provide you with an effective tool kit to attract high-quality apprentices.

What apprenticeships offer

"I need experience to get a job, I need a job to get the experience." - this age-old paradox will be familiar to many! For so many people starting out in their careers, the frustrations of this predicament can ultimately deter them from pursuing their ambitions. Apprenticeships provide an important 'foot in the door' for those in need of vital experience to begin their chosen career. This is especially crucial for those unable to afford university tuition fees or undertake unpaid internships.

This doesn't tell the whole story, however - apprenticeships aren't a charitable endeavour, where you provide much-needed experience and training for nothing in return. The positive impact of apprenticeships on many organisations is self-evident. With that in mind, plus the rising number of apprenticeships soon to be available, employers must treat apprentice attraction like any other recruitment challenge. A focus on what candidates want will ensure you're attracting the best and staying ahead of the market.

What apprentices want

In order to hit the targets that have been set, it is crucial that apprenticeship schemes are built on what the apprentices themselves are looking for. Otherwise it might become impossible to attract

the required numbers. We conducted a study into what candidates are looking for in apprenticeships and what they consider to be most important.

We found the biggest misconception is **graduates are unable to apply**. How about highlighting 'graduates can apply' in your job advert?

Apprenticeships want to **earn, learn and get qualified**. Make sure this information is clearly outlined in your offer.

Location is important to apprentices. Include details on travel such as parking, bus and train information. Also what is nearby? Is there a particularly good pub that you go to for socials?

Public apprenticeships come out on top! This is great news, use it to your advantage and advertise on a variety of methods to get your apprenticeships in front of the best candidates.

Getting inside the head of your prospective apprentices is crucial. Understanding what might attract candidates to apprenticeships and what might put them off could make all the difference.

Understanding popular perceptions and opinions of the sector you operate in as well as those you compete can be another powerful tool. This allows you to play to those that work in your favour and challenge those that don't.

As the old saying goes - "knowledge is power", and the more you know and understand about your candidates the more effective your apprentice recruitment will be.

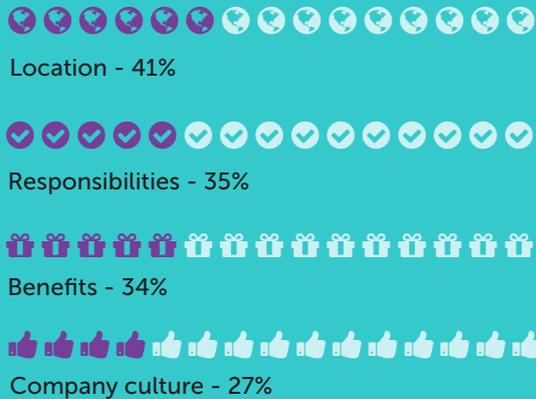
WHY AN APPRENTICESHIP?



WHAT DO YOU LOOK FOR?



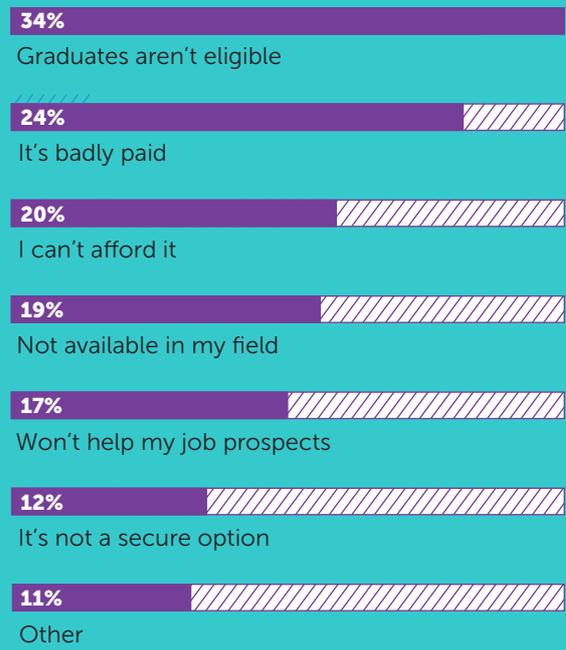
WHAT ELSE IS IMPORTANT?



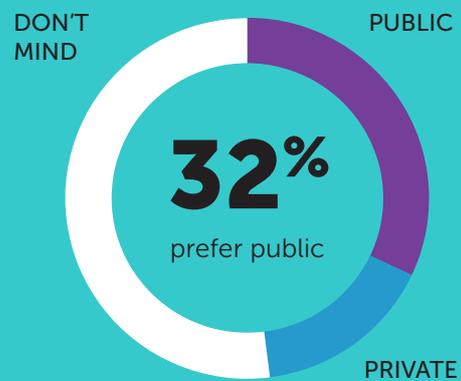
WHAT DEFINES THE PUBLIC SECTOR?



WHAT PUTS YOU OFF?



PUBLIC OR PRIVATE SECTOR?



WHAT DEFINES THE PRIVATE SECTOR?



Attracting Apprentices

Designing Apprenticeships

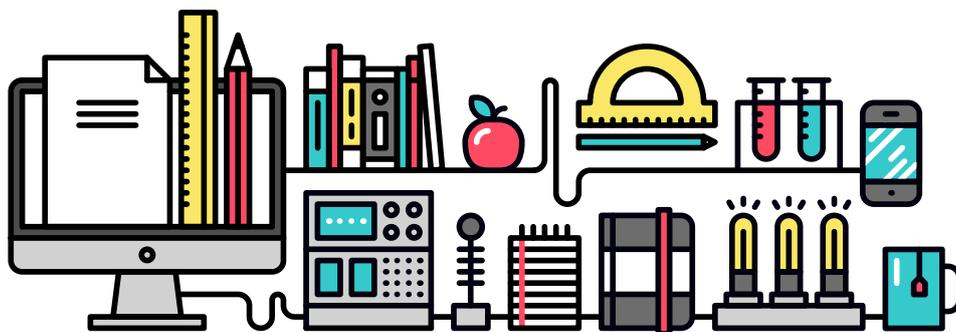
Beyond the basic requirements, apprenticeships can be moulded to fit your business needs. In their simplest form, apprenticeships involve:

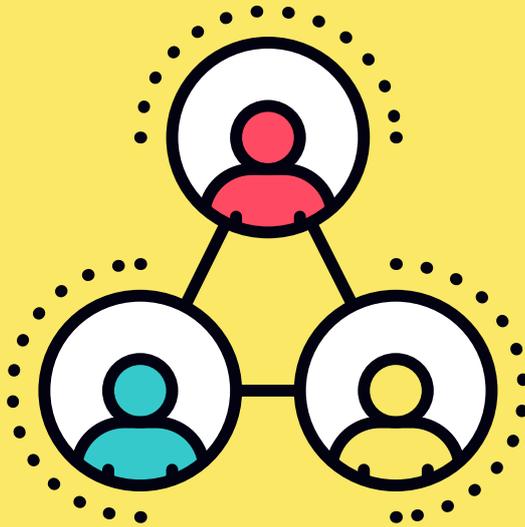
- Working with experienced staff
- Learning job-specific skills
- Studying towards a work-based qualification, incorporated into their working hours
- Earning at least minimum wage

Many employers choose to have apprentices move around different teams, providing an over-arching experience of their organisation. There are a number of benefits to offering this kind of apprenticeship:

- If given a full time appointment at the end of their apprenticeship, candidates will have a greater understanding of how the organisation operates
- A significant percentage of candidates would prefer an apprenticeship scheme to allow them to move around (37% compared to 20% who would prefer to stay in one department)

There are no rules to say that you have to offer an apprentice a full-time position at the end of their contract. However, as stated in the previous section, a considerable percentage of candidates identified the prospect of a full-time position as something that would attract them. So if there is a chance that this could open up to a full time position it's worth stating from the get go.



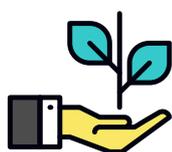


**37% of apprentice
candidates would
prefer to move around
different departments**

– JOBSGOPUBLIC SURVEY

Tips for Recruiting Apprentices

There are a number of steps you can take with your recruitment to maximise your response and attract applications.



Communicate the whole of your offer

Our studies have shown that whilst salary and qualification still come out on top, they are by no means the only factors. Many are drawn by the experience of having responsibility. Highlighting the key responsibilities through which your apprentices can get a sense of achievement is incredibly attractive.



Offer a modern candidate experience

We talk a lot about having a good candidate experience throughout the application processes. This is a crucial factor when competing in a saturated, candidate-driven job market. When candidates have a lot of choice, they're unlikely to wade through a drawn-out application process. Simplifying your process could have a big impact in helping you stand out from the competition.



Provide detailed role information

Throughout our study, a lot of questions received the answers 'I don't know' or 'I don't mind'. We firmly believe that this does not come from a place of ambivalence or nonchalance but, in fact, lack of information letting candidates know what is on offer and what they can expect.



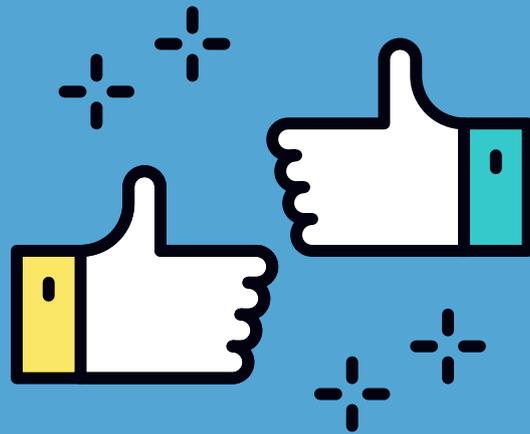
Get in front of passive applicants

Passive candidates are those who aren't actively looking for an opportunity but could be tempted if the right one came along. Getting your apprenticeships in front of these candidates with a strong message will massively strengthen your success. This can be done through strategic advertising through social media and PPC platforms such as Google.



Go online for the best applications

We have found this to be the case across every sector we work with and apprentices are no different. Our study revealed that apprentices prefer to apply through an online application form with 65% of respondents opting for this option (compared to 28% who prefer to submit a CV).



**Apprentices are
looking for a sense of
achievement, not just
pay & qualifications**

– JOBSGOPUBLIC SURVEY

Attracting Apprentices

Adapting to a younger audience

As mentioned, apprenticeships are by no means exclusively for younger people. However, they will form part of your target audience so it is important that you understand the best way to sell yourself to a younger audience.

The changing nature of contemporary recruitment has been well-documented. The modern candidate now has up to 18 different sources through which to gain information about potential career opportunities.

The role of social media in recruitment continues to grow and becomes more prominent by the day. 56% of the candidates in our study said that they use social media as part of their job search with 58% of those stating that they use social media to find jobs.

This being the case, social media should play a key role in your apprentice recruitment. Take advantage of the visual, interactive nature of social media platforms to promote your organisation, your offer and the benefits available. Not only will this help you to spread your message but also will raise your profile with your prospective applicants and boost their interest in you.

Providing an insight into your organisation, and not just the vacancies available, will play an important part in attracting apprentices. Our study showed that company culture features prominently in terms of what motivates young people's decisions on where to work. Giving candidates a feel for social events, charity work, sports teams or simply day to day working life can build familiarity and encourage applications.

WHERE DO YOU LOOK FOR JOBS?



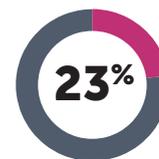
Google



Job Boards



Social Media



Job Fairs

Conclusion

There is no doubting that the imposition of the Apprenticeship Levy and the targets that come with it is at best a significant source of frustration.

Understandably, the stress and anxiety for many will stem from the daunting prospect of attracting sufficient numbers to hit the targets that have been set. As discussed, the ability of employers to get inside the heads of the apprentices themselves will play an important part in relieving this anxiety. This will allow you to put together an offer that matches the apprentices' needs and ambitions as well as ensuring you're advertising in the right places.

Showing that you understand your candidates and have an offer that benefits them will go a long way in a crowded market. Be transparent and informative and candidates will be drawn to you. Many jobseekers are looking for help and will flock towards an organisation that appears to be genuinely offering it.

For those looking for an extra helping hand in their Apprenticeship recruitment, get in touch with one of our account managers at sales@jobsgopublic.com.

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Associate ambulance practitioner Bakery Bricklaying Business fire safety advisor Chartered manager (degree) Clockmaker Construction Continuous improvement manager Customer service practitioner Dental nurse Digital marketer (level 3) Embedded electronic systems design and development engineer (degree) European refrigeration, air conditioning and heat pump design and applications engineer Financial services customer adviser Food technologist Gas network team leader Hand engraver Highway electrician / service operative Housing / property management Insurance professional IT solution technician Junior estate agent Leader in adult care Locksmith Maritime fabricator Milliner Motorcycle technician (repair and maintainace) Nuclear operative Organ builder Passenger transport operations manager Podiatrist Power networks engineer Project / programme / portfolio manager (degree) Rail and rail systems principal engineer Rehabilitation practitioner Scaffolder Senior chef production cooking Serious and complex crime investigator Social worker Steel fixer Survival equipment fitter Trade supplier Vehicle damage assessor Watch maker Workplace pensions consultant or administrator Accident repair technician Advanced golf greenkeeper Animal care and welfare officer Associate project manager Beauty professional Broadcast and communications engineer Business improvement technician Chartered surveyor (degree) Commis chef Construction assembly technician Continuous improvement technician Customer service specialist Dental practice manager Digital marketer (level 6) Emergancy service contact handling Event assistant Financial services professional Forest operative Geospatial mapping and science Health and Science Highways maintenance skilled operative Housing / property management assistant Interiors systems IT support Junior journalist Leather craftsperson Machinist - advanced manufacturing engineering Maritime mechanical fitter Mineral extraction drilling and blasting operator Mould maker [ceramics] Nuclear scientist and nuclear engineer (degree) Outdoor sports Payroll administrator Police community support officer Powered pedestrian door installer and service engineer Project controls technician Rail and rail systems senior engineer Rehabilitation worker (visual impairment) School business director Senior compliance / risk officer specialist Shoemaker Software developer Stock person Systems engineering (master level) Transport and Logistics Vehicle damage mechanical technician Water process technician Actuarial technician Advanced manufacturing fitter Animal technologist Automotive engine test engineer Bespoke saddler Broadcast and communications technical operator Business