Amazing Apprenticeships



Your step-by-step guide to

APPLYING FOR AN APPRENTICESHIP

Information and advice for every step of the application process





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REACHING THE POINT OF APPLICATION

This guide is for anyone who is at the point of application for an apprenticeship. If you haven't found an apprenticeship yet, this is what you need to do to get to the point of application:

Do you know what an apprenticeship is?

- NO → Visit our Apprenticeships page: amazingapprenticeships.com/apprenticeships/ (SCAN ME)
- YES → **Have you set up an account on Find An Apprenticeship?**
  - NO → Go to Find an Apprenticeship and create a free account: gov.uk/apply-apprenticeship (SCAN ME)
  - YES → **Do you have a CV ready? Or a list of achievements and qualifications?**
    - NO → Create a CV. Have a look here to help you: amapps.uk/cv (SCAN ME)
    - YES → **Have you researched all the different vacancies?**
      - NO → Search for apprenticeships on Find an Apprenticeship, and set up alerts for specific job roles, locations or levels: gov.uk/apply-apprenticeship (SCAN ME)
      - YES → **Are you clear on the types of roles you want to apply for?**
        - NO → Go back one step and research the different types of apprenticeships vacancies available
        - YES → Let's get started!

HOW DO I FIND AN APPRENTICESHIP?

Apprenticeships will be advertised in different places, depending on the systems and platforms that the employer wants to use. It is beneficial to understand some of the most typical methods used, as this can also help to explain why the recruitment methods can feel a bit complex to navigate.

The most typical places that you will find apprenticeship job vacancies advertised include:

Find an Apprenticeship	Employer website	Training Provider	Other
Find an Apprenticeship is the government website where the majority of apprenticeship vacancies are advertised. It is free of charge to set up an account and you can use the system to search and apply for jobs. Remember – it only shows live jobs (so it won't tell you previous vacancies nor what's coming up) gov.uk/apply-apprenticeship	Some employers will use their own website to advertise their vacancies and will often have a dedicated page set up for their apprenticeship programmes. Some employers may require you to set up an account through their website to manage your application, others will provide instructions on how to submit the application – such as completing a form or sending in a CV and covering letter.	Some employers will ask their training provider to manage the application process for them. This could mean that when you are using Find an Apprenticeship, you find that you are redirected to the training provider when you click 'apply'. Sometimes it will mean that the training provider will be running information sessions or workshops to speak with potential apprentices.	There are other methods too. Some employers may use recruitment platforms, such as Not Going To Uni, UCAS Career Finder or Get My First Job. The employer will advertise their vacancies through these platforms and use this as a way to filter through to their recruitment pool.

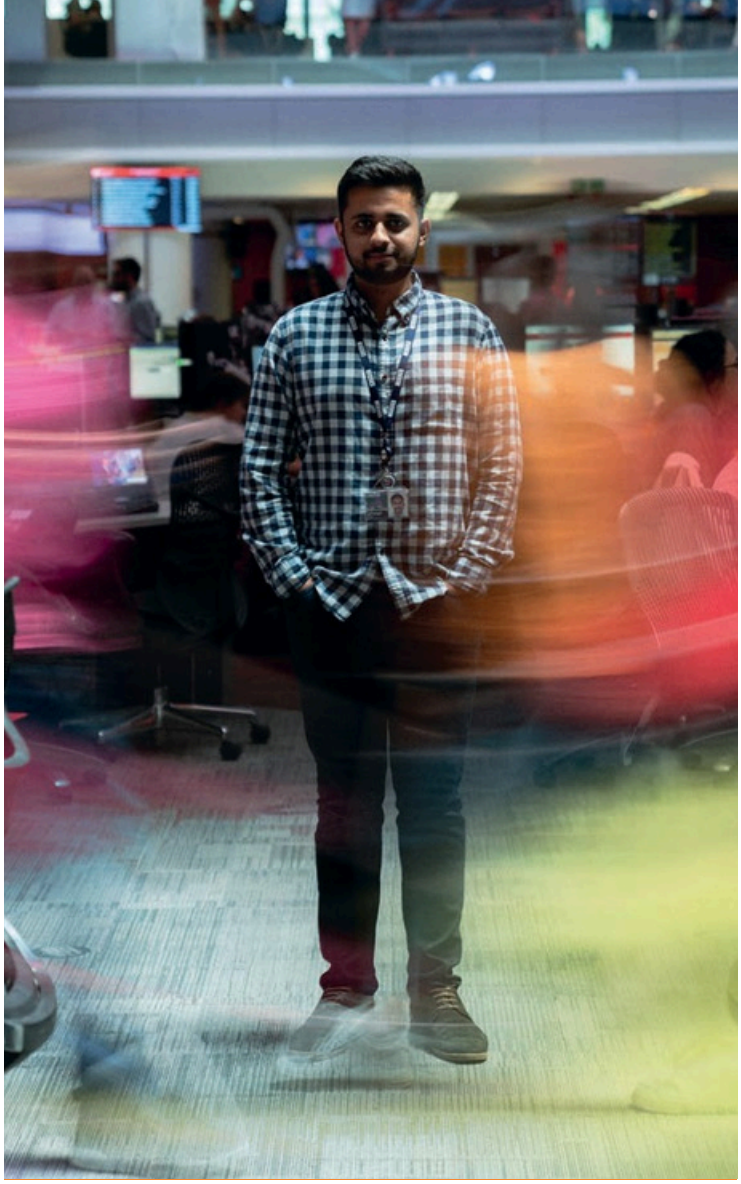
TOP TIPS WHEN LOOKING FOR AN APPRENTICESHIP

- Application processes and timelines will vary between different employers. Some employers could start recruiting as early as one year before they want the apprentice to start, others will have a shorter recruitment window.
- Vacancy adverts will all be different, so you need to read each one carefully and treat them individually.
- Deadlines will be different for each role, so make sure you take a note of key dates for each role. You could use the calendar on your phone and set alarms to remind you of different deadlines or get an app or even a paper calendar or diary specifically for application dates.
- Don't wait until the deadline. Some employers will set a closing date, but if they receive a high volume of responses, they may close their application window early.
- You can apply for more that one apprenticeship at a time, which will increase your chance of securing an apprenticeship.
- Employers will advertise at different times of the year, there is no set time to apply like for university applications.

GETTING ORGANISED

Before starting with your application, it can be useful to get organised with everything you will need.
This could include:

- A copy of your CV. See page 14 for our guide to writing a CV.
- A copy of your UCAS personal statement if you have one.
- A professional sounding email address.
- Details of any activities that you have been involved in. See page 6 for some ideas.
- Details of any work experience or volunteering that you may have undertaken. See page 7 for some examples.
- A list of skills and strengths that you would use to describe yourself. See page 9 for some key words.





UCAS PERSONAL STATEMENT

If you are in year 12 or 13, your school or college should offer to support you in writing a personal statement to go with your UCAS application. Even if you don't want to apply to university, a well-written statement (that you've had help and advice to write) could be really useful when it comes to application forms, covering letters or interviews.

ACTIVITIES YOU HAVE BEEN INVOLVED IN

On application forms, in covering letters, in your CV and during the interview process, it is important to talk about your skills. Talking about hobbies and extracurricular activities is a good way to show what skills and experience you have, especially if you don't have any work experience. Here are some examples of which skills different hobbies can demonstrate.



Art/Photography
Creativity, eye for detail, passion, patience, idea development.



Cooking
Creativity, attention to detail, patience, self-expression, multi-tasking, fast-paced decision making.



Drama
Confidence, self-awareness, presentation skills, dedication, resilience, teamwork, communication skills, creativity.



Make-up, beauty, fashion
Creativity, following trends, research, techniques, interpersonal skills, confidence, attention to detail.



Pet ownership
Dedication, responsibility, care, patience, time management.



Reading
Imagination, empathy, creativity, attentiveness.



Social media
Presentation skills, audience awareness, self-awareness, interpersonal skills.



Sports/fitness
Motivation, communication, passion, dedication, teamwork, leadership, time management, competitiveness.



Comedy
Initiative, dedication, perseverance, motivation, resilience, discipline, confidence.



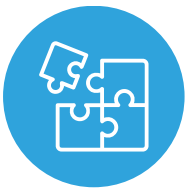
Dance
Creativity, dedication, perseverance, motivation, resilience, discipline, confidence.



Gaming
Communication, analytical skills, resourcefulness, adaptability, technical skills, problem solving.



Music
Dedication, creativity, teamwork, perseverance, memory, listening, collaboration, confidence.



Puzzles
Strategy, logic, determination, analytical skills, problem solving, perseverance.



Scouts/Guides
Initiative, teambuilding, confidence, leadership, communication, problem solving.



Socialising
Communication, interpersonal skills, planning, rapport building.



Volunteering
Motivation, passion, dedication, communication, interpersonal skills, networking, sense of community, empathy.

WORK EXPERIENCE OR VOLUNTEERING

Any work experience or volunteering you have done can be a valuable source of evidence of your knowledge, skills and attributes. You may be asked to describe work experience at different stages of the application process, so it is a good idea to prepare a list of anything you have done and for each thing, include:

- What, where and when the experience was.
- What you did and what your responsibilities were.
- Which skills you developed.
- Anything you accomplished.
- Any praise you were given.



What, where, when?	What were your tasks and responsibilities?	Which skills did you develop?	Did you achieve or accomplish anything?	Were you praised for anything?
One week of work experience in a local primary school. October 2020.	• Helping children with their reading and writing. • Supporting sports activities.	• Communicating with young children and adults. • Planning and preparing a classroom activity, thinking about the equipment needed and the learning outcomes.	• At the end of the week, some of the children I was working with performed in an assembly.	• I was praised for my timekeeping and enthusiasm. • The teacher I was helping said that I was brilliant at communicating with the children.
Four days of work experience in local hotel. May 2022.	• I spent one day with each of the different hotel departments, learning about the tasks and functions including kitchen, housekeeping, reception and restaurant.	• In the kitchen I learnt about stock keeping, prepping vegetables and menu planning. • In housekeeping I learnt about making beds. • In reception I learnt about customer service. • In the restaurant I learnt about setting tables, silver service and allergies.	• At the end of the week I was asked to prepare a presentation to the duty manager where I set out an idea based on tasks I'd been involved with. • My idea was to reduce plastic waste by switching from small toiletry bottles to re-fillable wall dispensers	• The duty manager said I was a really good addition to the team. • On reception they said that I had good customer service skills and was very polite to the customers.

TOP TIPS FOR GETTING ORGANISED

- If you have left school/college, you could get in touch with a teacher or tutor who knew you well and ask them what they would say about you to a potential employer, you'll probably be surprised and pleased by what they say.
- Create a LinkedIn account and connect with people you know, for example, former colleagues, people you worked with on work experience, but also family and family friends. Start to share some things that are linked to the roles you are applying for, e.g. if you are applying for a role in a green industry, you could share some recent relevant articles about the environment.
- If your social media account is public, make sure it is mature and professional. You could tailor your social media to the role you wish to apply for, making sure you share interesting articles etc.
- Try and do some online courses relevant to the roles you're applying for, that you could include in your application form, on your CV or mention in any interviews. There are lots of free courses online, for example on the Open University website open.edu/openlearn/free-courses/full-catalogue.
- Do some research about significant people in the field you want to work in and look for books, magazines, journals or articles you could read to become more informed about the sector.



KNOWING YOUR SKILLS AND STRENGTHS

Skills and strengths

When writing your application, it can be useful to have a list of words that you feel comfortable in using to describe yourself. The following list can be a good starting point. Try highlighting or ticking any of the words that you feel apply to yourself.

Accurate ☐	Desire to succeed ☐	Impressive ☐	Perseverant ☐
Adaptable ☐	Determined ☐	Inclusive ☐	Polite ☐
Ambitious ☐	Diplomatic ☐	Independent ☐	Positive ☐
Analytical ☐	Drive ☐	Initiative ☐	Practical ☐
Approachable ☐	Dynamic ☐	Innovative ☐	Pro active ☐
Articulate ☐	Educated ☐	Inquisitive ☐	Punctual ☐
Assertive ☐	Effective ☐	Insightful ☐	Rapport-building ☐
Astute ☐	Efficient ☐	Intelligent ☐	Rational ☐
Calm ☐	Energetic ☐	Interpersonal skills ☐	Reflective ☐
Capable ☐	Enjoy a challenge ☐	Intuitive ☐	Reliable ☐
Committed ☐	Enthusiastic ☐	Inventive ☐	Resilient ☐
Compassionate ☐	Fast learner ☐	Keen ☐	Resourceful ☐
Competent ☐	Fast worker ☐	Knowledgeable ☐	Respectful ☐
Computer literate ☐	Flexible ☐	Leadership skills ☐	Responsible ☐
Confident ☐	Focused ☐	Loyal ☐	Supportive ☐
Consistent ☐	Friendly ☐	Mature ☐	Tactful ☐
Cooperative ☐	Good communicator ☐	Methodical ☐	Team player ☐
Cope under pressure ☐	Hardworking ☐	Objective ☐	Tenacious ☐
Creative ☐	Helpful ☐	Open-minded ☐	Thorough ☐
Curious ☐	Highly motivated ☐	Organised ☐	Trustworthy ☐
Dedicated ☐	Honest ☐	Patient ☐	Versatile ☐
Dependable ☐	Imaginative ☐	Perceptive ☐	Willing ☐

AN EXAMPLE OF THIS IS WHEN...

You will have built up lots of examples of employability skills whilst at school or college, such as organising, meeting deadlines, working under pressure and working as part of team.

It's important that for any of the skills and strengths you are stating within your application, you have an example of a story or time that backs this up. By providing this context, it will demonstrate to the employer that you understand how that skill or strength could link to their organisation, and also provide a memorable example to them, which can help you to stand out against other candidates.

For example, if you are stating that you have 'very good communication skills' then it's useful to think about the example that you would give to explain why you feel you have this skill.

'I feel that I have very good communication skills. I play in a local football team and it is important that we communicate to ensure that everyone can work together to win the game. I have been praised by the team captain for the way that I communicate effectively with other players, saying that I am calm, motivational and fair.'





'I feel that I am good at carrying out research. Many of my homework tasks require a combination of using online sources and also conducting research in the library from a variety of printed sources. My teachers have said that I am good at thinking about different sources of information and using my time effectively so that I can conduct research and still meet the deadline for that piece of work.'

HOW TO RESEARCH THE COMPANY BEFORE YOU START YOUR APPLICATION

There are different ways that you can research a company before you start your application, building up a picture of the products and services that they offer, but also in developing a sense of the way they work and their values. This will sometimes be referred to as the 'vision and mission'.

DEMONSTRATING THAT YOU ARE GOING THE EXTRA MILE

As you are researching, it can be helpful to make a note of anything useful that you discover so that you can potentially use it within your application. Plus, it will demonstrate to the employer that you have put in extra effort to find out about their company – which is always impressive to the person reading your application and will definitely help you to stand out from others.

Visit their website and social media channels and see if you can find out 10 key facts about the company. For example:

1. Which are the main products and services that they offer?
2. How many sites do they operate across?
3. What is their company mission and value statement?
4. Who is their Chief Executive? (sometimes called CEO)
5. Have they been in the news recently?
6. Have they won any awards or accolades?
7. When were they established?
8. Have they written any recent reports or published any research?
9. How many staff do they have?
10. Who founded the company and why?



GETTING CONNECTED

Most employers will be on social media, although they may not be on all channels. Most company websites will also provide links through to their social media accounts such as X, Facebook, LinkedIn and Instagram.

You can follow these accounts to help you to keep up to date with their latest news. Take notice of anything exciting or interesting they put on their social media that you could mention in an interview.

TOP TIPS WHEN RESEARCHING AN EMPLOYER

- As well as having their main social media channels, some employers will also have additional accounts linked to their careers and recruitment. Make sure you check this out when you're researching employers and follow all relevant accounts to help you with your job search.
- Ask your network of friends and family if they or someone they know has worked for the employer and could give you a personal insight.
- Have a look on LinkedIn at people who work at the company; what do they share about the company?
- What events and activities do they do at work?

WHAT TO EXPECT FROM THE STAGES OF APPRENTICESHIP APPLICATION

1. THE JOB ADVERT

All employers will have different adverts in different styles. It is important you read each advert carefully and look out for the following things:

The job title
Don't be put off by job titles that you might not understand. Have a read of the description to find out more.

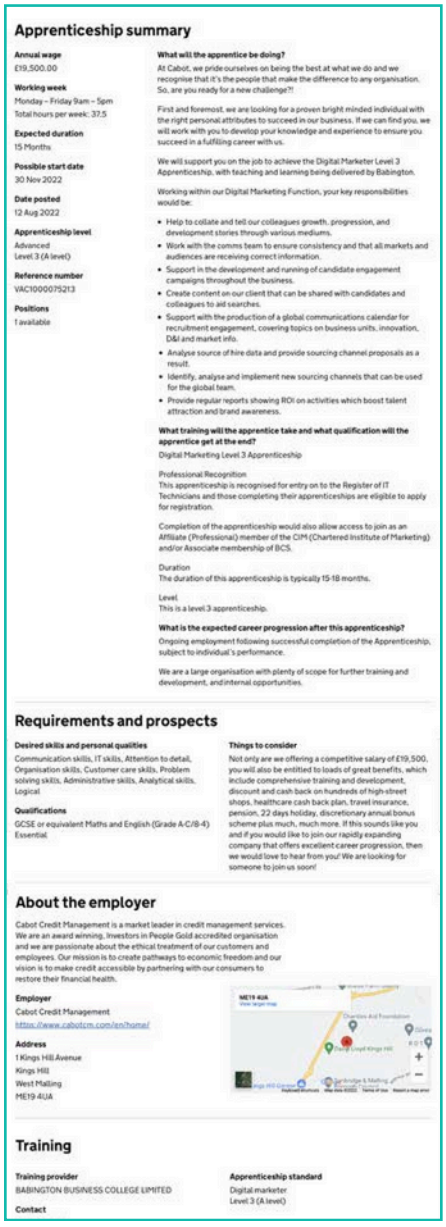
The salary
All apprentices must be paid at least the National Minimum Wage for Apprentices, but many employers pay more than this.

The level
The apprenticeship level should be included, this could say Intermediate / Advanced / Higher / Degree HERE:or could use a number from level 2 – 7.

Find out more about the levels here:

https://tinyurl.com/yc7pubcj

The employer
The employer may provide information about themselves, or signpost to their website. This is useful as you can use this information when researching the employer in more detail to prepare for the recruitment process.
(see page 11)



Apprenticeship summary

Annual wage
£19,500.00

Working week
Monday – Friday 9am – 5pm
Total hours per week: 37.5

Expected duration
15 Months

Possible start date
30 Nov 2022

Date posted
12 Aug 2022

Apprenticeship level
Advanced
Level 3 (A level)

Reference number
VAC1000075213

Positions
1 available

What will the apprentice be doing?
At Cabot, we pride ourselves on being the best at what we do and we recognise that it's the people that make the difference to any organisation. So, are you ready for a new challenge?!

First and foremost, we are looking for a proven bright minded individual with the right personal attributes to succeed in our business. If we can find you, we will work with you to develop your knowledge and experience to ensure you succeed in a fulfilling career with us.

We will support you on the job to achieve the Digital Marketer Level 3 Apprenticeship, with teaching and learning being delivered by Babington.

Working within our Digital Marketing Function, your key responsibilities would be:

- Help to collate and tell our colleagues growth, progression, and development stories through various mediums.
- Work with the comms team to ensure consistency and that all markets and audiences are receiving correct information.
- Support in the development and running of candidate engagement campaigns throughout the business.
- Create content on our client that can be shared with candidates and colleagues to aid searches.
- Support with the production of a global communications calendar for recruitment engagement, covering topics on business units, innovation, D&I and market info.
- Analyse source of hire data and provide sourcing channel proposals as a result.
- Identify, analyse and implement new sourcing channels that can be used for the global team.
- Provide regular reports showing ROI on activities which boost talent attraction and brand awareness.

What training will the apprentice take and what qualification will the apprentice get at the end?
Digital Marketing Level 3 Apprenticeship

Professional Recognition
This apprenticeship is recognised for entry on to the Register of IT Technicians and those completing their apprenticeships are eligible to apply for registration.

Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS.

Duration
The duration of this apprenticeship is typically 15-18 months.

Level
This is a level 3 apprenticeship.

What is the expected career progression after this apprenticeship?
Ongoing employment following successful completion of the Apprenticeship, subject to individual's performance.

We are a large organisation with plenty of scope for further training and development, and internal opportunities.

Requirements and prospects

Desired skills and personal qualities
Communication skills, IT skills, Attention to detail, Organisation skills, Customer care skills, Problem solving skills, Administrative skills, Analytical skills, Logical

Qualifications
GCSE or equivalent Maths and English (Grade A-C/8-4) Essential

Things to consider
Not only are we offering a competitive salary of £19,500, you will also be entitled to loads of great benefits, which include comprehensive training and development, discount and cash back on hundreds of high-street shops, healthcare cash back plan, travel insurance, pension, 22 days holiday, discretionary annual bonus scheme plus much, much more. If this sounds like you and if you would like to join our rapidly expanding company that offers excellent career progression, then we would love to hear from you! We are looking for someone to join us soon!

About the employer

Cabot Credit Management is a market leader in credit management services. We are an award winning, Investors in People Gold accredited organisation and we are passionate about the ethical treatment of our customers and employees. Our mission is to create pathways to economic freedom and our vision is to make credit accessible by partnering with our consumers to restore their financial health.

Employer
Cabot Credit Management
https://www.cabotcm.com/en/home/

Address
1 Kings Hill Avenue
Kings Hill
West Malling
ME19 4UA

Training

Training provider
BABINGTON BUSINESS COLLEGE LIMITED

Apprenticeship standard
Digital marketer
Level 3 (A level)

Contact

The below example is based on a vacancy on

gov.uk/apply-apprenticeship

The closing date
Make a note of the deadline for applications. However, please remember that if they receive a high volume of responses, they could close their application early.

The role
The job advert should list out the typical tasks and responsibilities that the apprentice would be expected to perform.

It can be useful to identify key words and phrases at this point, as you may wish to reflect these within your application.

Entry requirements
Depending on the level of the role, the employer may include entry requirements such as qualifications in English and maths.

The employer may also set out certain skills and attributes that they wish the applicant to hold. As above, it can be useful to identify key words and phrases at this point, as you may wish to reflect these within your application.

TOP TIPS WHEN LOOKING AT JOB ADVERTS

- Print off or save the job advert so that you can refer to it whilst completing your application form.
- Make a note of any key words or phrases that you think could be important to repeat back to the employer within your application.
- Start your research about the organisation early (see page 11).

2. THE APPLICATION FORM

You will probably be asked to complete an application form, either online, as a document to complete using a computer e.g. word document or sometimes by hand.

Application form

Application forms generally ask for the same sort of information and sometimes they will include some competency-based questions or questions about what has attracted you to the job.

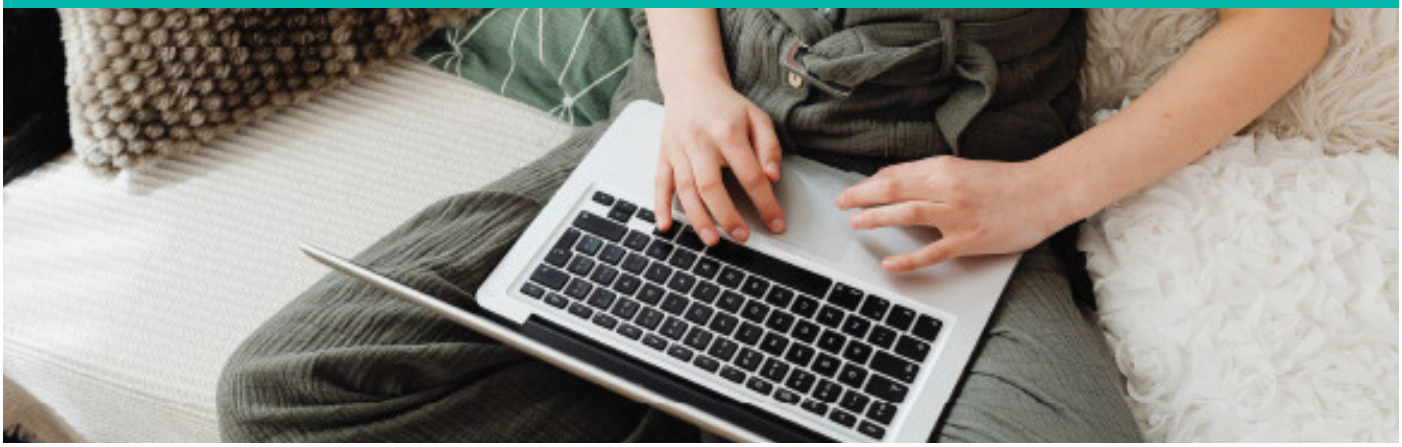
An application form is likely to include:

- Personal / contact details
- Education history
- Work history / work experience
- Skills that are relevant to the job
- References
- Sometimes diversity monitoring questions



TOP TIPS WHEN COMPLETING AN APPLICATION FORM

- If you have already prepared a personal statement for university applications, you could potentially use some of this content to help when writing your application.
- Ensure that you provide an answer for all questions within the application form and do not leave any boxes blank. If you do not feel the question is relevant you can write Not Applicable or N/A.
- Always ask someone else to check your work for accuracy – a parent/carer, a teacher/careers adviser, an older sibling or friend.
- If an online application requires you to write anything in a text box, write it on a document first and copy and paste it in. This means you can run spell check on it and also save it for use in the future, including at a later stage in the application process. Plus, if your internet or computer crashes, you won't lose it!
- Some companies will refer to a competency framework. This is a set of standards or beliefs that the company will expect you to adhere to and it can be quite typical in public sector organisations. You can find out more about competency frameworks online.





3. CVS AND COVERING LETTERS

CV

CV comes from the Latin 'curriculum vitae', which means ‘course of life’. It is a short document that summarises your education, skills and experience and should relate to the role you want to apply for. You may be asked to upload your CV either in addition to, or instead of, an application form, which is a great chance to make a good first impression to your potential future employer. If you don’t already have a CV, have a look at our Rapid Read on writing a CV and write one.

amapps.uk/cv

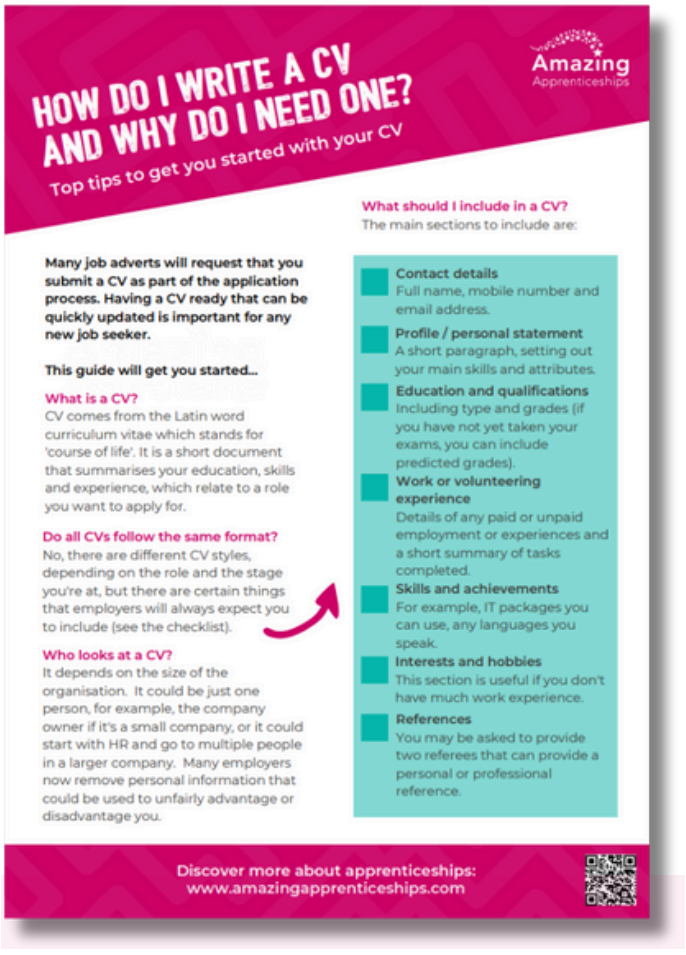
SCAN ME

Covering letter

You should always include a covering letter when you send your CV and/or an application form to an employer. It is a brief, formal letter that introduces you, the applicant, and encourages the employer to consider you for the job. If you are unsure about how to write a good covering letter, have a look at our Rapid Read on how to do so.

amapps.uk/cover

SCAN ME



HOW DO I WRITE A CV AND WHY DO I NEED ONE?

Top tips to get you started with your CV

Amazing Apprenticeships

Many job adverts will request that you submit a CV as part of the application process. Having a CV ready that can be quickly updated is important for any new job seeker.

This guide will get you started...

What is a CV?
CV comes from the Latin word curriculum vitae which stands for 'course of life'. It is a short document that summarises your education, skills and experience, which relate to a role you want to apply for.

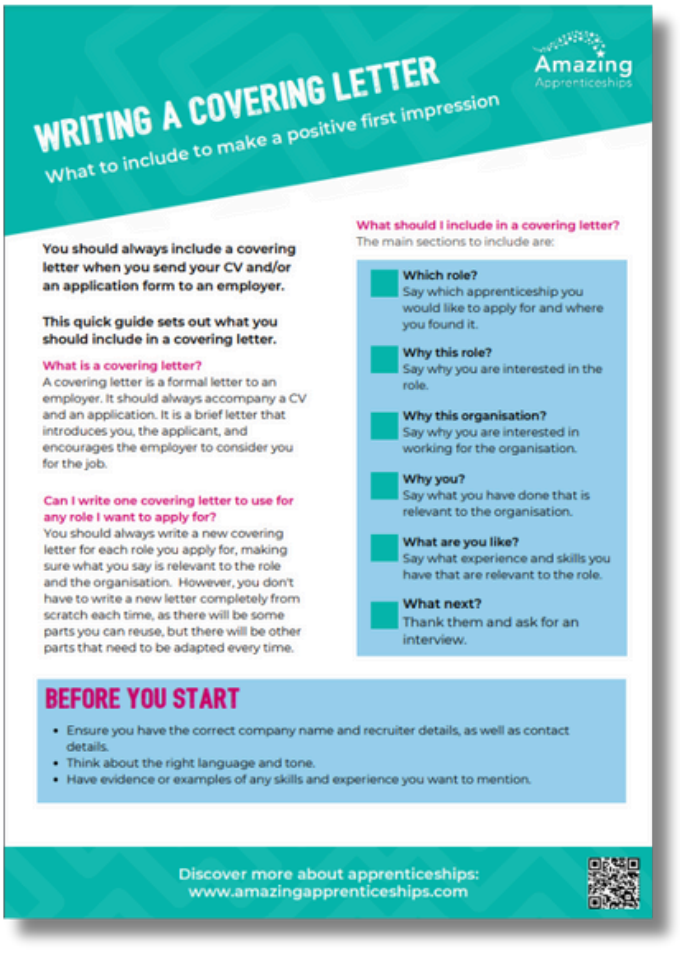
Do all CVs follow the same format?
No, there are different CV styles, depending on the role and the stage you're at, but there are certain things that employers will always expect you to include (see the checklist).

Who looks at a CV?
It depends on the size of the organisation. It could be just one person, for example, the company owner if it's a small company, or it could start with HR and go to multiple people in a larger company. Many employers now remove personal information that could be used to unfairly advantage or disadvantage you.

What should I include in a CV?
The main sections to include are:

- **Contact details** Full name, mobile number and email address.
- **Profile / personal statement** A short paragraph, setting out your main skills and attributes.
- **Education and qualifications** Including type and grades (if you have not yet taken your exams, you can include predicted grades).
- **Work or volunteering experience** Details of any paid or unpaid employment or experiences and a short summary of tasks completed.
- **Skills and achievements** For example, IT packages you can use, any languages you speak.
- **Interests and hobbies** This section is useful if you don't have much work experience.
- **References** You may be asked to provide two referees that can provide a personal or professional reference.

Discover more about apprenticeships: www.amazingapprenticeships.com



WRITING A COVERING LETTER

What to include to make a positive first impression

Amazing Apprenticeships

You should always include a covering letter when you send your CV and/or an application form to an employer.

This quick guide sets out what you should include in a covering letter.

What is a covering letter?
A covering letter is a formal letter to an employer. It should always accompany a CV and an application. It is a brief letter that introduces you, the applicant, and encourages the employer to consider you for the job.

Can I write one covering letter to use for any role I want to apply for?
You should always write a new covering letter for each role you apply for, making sure what you say is relevant to the role and the organisation. However, you don't have to write a new letter completely from scratch each time, as there will be some parts you can reuse, but there will be other parts that need to be adapted every time.

What should I include in a covering letter?
The main sections to include are:

- **Which role?** Say which apprenticeship you would like to apply for and where you found it.
- **Why this role?** Say why you are interested in the role.
- **Why this organisation?** Say why you are interested in working for the organisation.
- **Why you?** Say what you have done that is relevant to the organisation.
- **What are you like?** Say what experience and skills you have that are relevant to the role.
- **What next?** Thank them and ask for an interview.

BEFORE YOU START

- Ensure you have the correct company name and recruiter details, as well as contact details.
- Think about the right language and tone.
- Have evidence or examples of any skills and experience you want to mention.

Discover more about apprenticeships: www.amazingapprenticeships.com

4. SHORTLISTING AND ASSESSMENT

There are many different methods of shortlisting and assessment methods that employers will use, ranging from the traditional interview to a multiple stage application. Each employer will vary and timescales for the whole process will also vary.

Employers might use some or all of the below, so it's important to understand what is involved.



Online assessment/test

You may be required to take some tests or assessments to ensure that your skills are at the level expected for the apprenticeship. The employer will use these tests to check that you won't struggle with the workload and to test your aptitude for the tasks involved with the role.



There are a range of different tests you could take, all designed to show different parts of your personality or skills. Common tests include psychometric, verbal and numerical reasoning and situation judgement.

SCAN ME

Watch this short film to learn more about the different ways that employers may assess your skills. www.vimeo.com/237872390

Telephone Interview

You may be asked to do a telephone interview and this will often take place before you're invited for an in-person or video interview. A telephone interview gives the employer the opportunity to start to get to know you. They may ask some eligibility questions and initial interview questions to check that you're suitable for the role.



Things to remember:

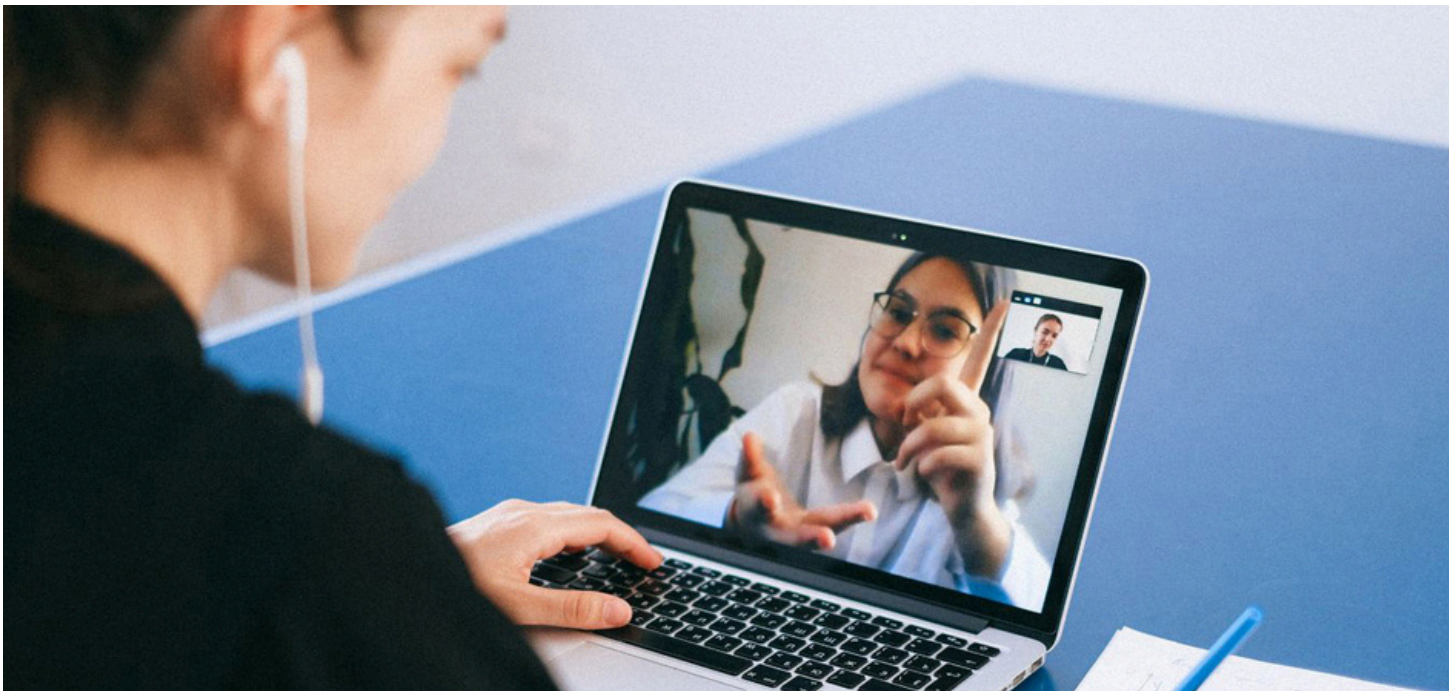
- Don't ignore unknown numbers when you are applying for apprenticeships, in case it is an employer calling.
- Be polite when you answer (an employer may call unexpectedly). For example, "Hello, Anna speaking".
- Use appropriate language.
- If you have a voicemail greeting, make sure it is professional.
- If you get a voicemail from an employer, listen carefully and take notes you can use when you call them back.
- If there are any distractions (e.g. you are at school or college when you receive a call from an employer), try to take yourself somewhere quiet or politely ask if you can rebook the call.

Video interview

You may also be invited to join a video interview. This could be a live interview, where you speak to one or more interviewers or it could be a pre-recorded video interview, with a list of questions on screen that you respond to, often with a time limit.

Things to remember about a video interview:

Find out if it is a live interview or a pre-recorded interview. ☐	Let the interviewer know if you're having any technical issues, they will understand. They may be able to help, call back or rearrange the call. ☐
Find out before the day of the interview which platform it will be on and read any instructions you are given. ☐	Do the interview somewhere quiet and where you won't be interrupted. ☐
Test the software you'll be using. ☐	Make sure anyone around knows you're doing an interview and not to interrupt. ☐
If you need to put a username, the best thing to do is just use your name (with a capital letter e.g. Tabitha). ☐	Try to make sure the background is as plain as possible or at least tidy. ☐
Decide which device you will use for the interview and make sure it is in a stable position. ☐	Check where you are is well-lit, or sit next to a window or lamp. ☐
Test your device, camera and the software before the interview and make sure the video and sound quality is good. ☐	Dress smartly, as you would for an in-person interview, and check your appearance before you sit down. ☐
Make sure the device you are using is fully charged or plugged in. ☐	Sit up straight, make eye contact and try to sit still ☐
Get everything ready about 30 minutes before the interview. ☐	Have notes ready to help you if you need them. Make sure they are easy to read at a glance so you can use them for quick reference. ☐
Shut down all other programs and apps, so you don't get any noisy alerts during the interview. ☐	



Assessment Centre (group day)

An assessment centre is when an employer will bring together a group of candidates, at a central location, to see how they interact with each other. At an assessment centre, your goal is to show your enthusiasm and interest in the company, and to demonstrate the range of skills and attributes that the employer is looking for. Often in assessment centres, you will undertake a series of activities, both in groups and independently, to see how you work in different scenarios. This is typically one of the last stages in an application process, but there can also sometimes be multiple assessment centres for one job.



Group task(s)

The purpose of group tasks as part of the recruitment process will be for the employer to see how you interact with others. Employers will often say that they are less interested in 'the right answer' and what they're really looking at is your interpersonal skills. For example:

- Have you listened to the instructions?
- Are you demonstrating leadership skills by putting yourself forward for a role in the group? For example, if the task is timed, do you put yourself forward to be a timekeeper?
- If there is a group discussion, are you contributing ideas and showing that you are interested, whilst also allowing others to contribute (and possibly even encouraging the quieter members of the group to be involved)?
- Do you use appropriate language?
- Is your body language positive – are you nodding, smiling and making eye contact?



Interview with employer

Your final interview may be on its own, or it could be part of the assessment centre. In your final interview, it is likely you'll be interviewed by your potential line manager or someone who you'll be working closely with in your apprenticeship. Check out the next section for more details on the interview process.

PREPARING FOR INTERVIEWS

Interviews are a common part of any apprenticeship recruitment process. It's a good idea to think about how you can prepare in advance so that you feel ready to respond to any of the questions that you may be asked.

Employers will usually ask you questions about a variety of different topics, below are some examples of questions you may be asked.

ABOUT YOURSELF:

Tell us more about you.
What are your strengths and weaknesses?
How would you describe yourself?
What skills have you gained from any previous work experience?
What skills can you bring to the role?
Do you have a long-term career goal?
What appeals to you about an apprenticeship?



ABOUT THE EMPLOYER:

How did you find out about our vacancy?

What do you already know about our company?

What research have you done to prepare for this interview?

Why do you want to work here?

ABOUT THE JOB:

Is there anything in the job description you're not sure about?
Which aspect of the job do you think will be most enjoyable / challenging for you?



QUESTIONS TO ASK:

It is also a good idea to prepare questions to ask

the employer as it shows you are keen and interested.

Here are some examples of questions you could ask:

- What would you say are the three best things about working here?
- What really impresses you when new apprentices join your company?
- I saw on your social media you celebrated International Women's Day, is that something I could get involved in next year?





WHEN YOU ARE GIVEN THE INTERVIEW DATE:

- If you haven't already, ensure you have informed the employer if you have a disability and need any accessibility adjustments. This will enable the employer to put any appropriate support in place and to give you the best opportunity to showcase your talents.
- Check the route you will take to the interview and get there in plenty of time (make sure you plan for traffic).
- If you are required to confirm your attendance, respond in a timely manner.
- If you will need time away from school or college, let your tutor know and discuss any arrangements to catch up on work.

THE NIGHT BEFORE THE INTERVIEW:

- Make sure the smart and professional clothes you have chosen to wear are clean and ready.
- Read through your skills and examples list.
- Read through all your notes on the company and have a look at their most recent social media posts.
- Read through your application form, CV and anything else you have written that the employer has read.
- Make sure you have anything ready that the employer has asked for, like ID or certificates.

JUST BEFORE THE INTERVIEW:



- Put your phone and other devices on silent or turn them off, including a smart watch if you have one, as you don't want it vibrating on your wrist and distracting you.
- Remember that some nerves are normal but try and think of it as a conversation about a topic you know really well – yourself.
- Be confident, smile when you greet the employer and show that you are pleased to be there.

DURING THE INTERVIEW:

- Listen carefully to what you are asked and think before you answer.
- Ask the interviewer to repeat themselves if you need to.
- Be positive and confident, but try not to be arrogant.
- Tell the truth and don't exaggerate.
- Ask questions.
- Thank the employer.

AFTER THE INTERVIEW:

- Make some notes on what went well and what you think you could have done differently.
- Write down any questions you can remember so you can use them to prepare for future interviews.
- Consider emailing the employer and saying how much you enjoyed meeting them.



WAITING FOR A DECISION

This is the last step, you've done all you can and now you have to wait for their decision. You can ask at the end of an interview, 'When can I expect to hear from you?' so that you can set your expectations. If you're unsuccessful, always ask for feedback on where you could improve so that you can take that to future interviews. But if you get offered the job, well done – now the fun starts!

IF YOU ARE UNSUCCESSFUL

It is really important to remember that apprenticeships are competitive and it can take a few attempts to secure the right apprenticeship for you.

Ask for feedback

You could request feedback from the employer, although depending on the number of applications that they have received they may or may not be able to provide you with this. It's always a good idea to ask though as this could help you see how you might be able to improve for future opportunities.

Review your search criteria

Are you applying for more than one apprenticeship, and have you considered the different levels of apprenticeship? Try to make sure that you're not limiting your options and think about whether your search criteria could be adapted to widen your chances of finding the best apprenticeship for you.

Ask for help

If you are still at school or college, you could ask your Careers Leader or form tutor to spend some time with you and look at the applications that you have been submitting. They may be able to help you to expand your search, or even help you to prepare for interview by setting up a mock-interview with you. You could also ask for help from anyone you know who has employees; ask them if they will do interview practice with you.

Consider a traineeship or other pre-employment programme

If you have received feedback that you need more experience, then you could consider starting a traineeship, or another local pre-employment programme.

Use the National Careers Service

The National Careers Service provide careers information, advice and guidance. They can help you to make decisions on learning, training and work at all stages in your career. This service is available to people who live in England.

You can visit the National Careers Service website https://nationalcareers.service.gov.uk

Telephone 0800 100 900 or participate in a Web Chat with an adviser through the website above.

Help and support

If you are experiencing mental health crisis and need urgent help, you can call Samaritans on 116 123. They're available to offer support 24/7 every single day of the year.

Alternatively, you can text 'SHOUT' to 85258.

If you are concerned about the mental wellbeing of yourself, a friend, family member or someone you know, you can visit headstogether.org.uk/get-support/ to find out about charity partners who are there for you.