

A guide for employers

## Stand out from the crowd: How to make your apprenticeship vacancy stand out and attract top talent

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So you have an apprenticeship vacancy and you want to advertise it and attract the best candidates for the role?

This guide will help you to do just that. We've analysed over 28,000 apprenticeship vacancies, spoken to applicants and employers and the following advice and guidance will help make your ad stand out on the government's Recruit an Apprentice website.



## Attracting and recruiting young people – what to consider?

Do's	Don'ts
<ul style="list-style-type: none"><li>✓ Make full use of social media to attract applicants and parents, for example attach the vacancy link to a post with vlogs and engaging blogs that capture the apprenticeship journey and progression.</li><li>✓ Include additional benefits to the role for example, opportunities for continued professional development, discounted travel, details of leisure opportunities, staff wellbeing activities, facilities available such as a gym/on site café/canteen.</li><li>✓ Share an insight into your recruitment and selection process. For example, will there be an assessment centre?</li><li>✓ Include an opportunity for a young person to speak to a member of staff either 121 or via webinar, or arrange a visit prior to applying/ interview.</li><li>✓ Highlight your business' approach to environmental and sustainability issues. For example, cycle to work scheme, environmentally friendly work practices and recycling commitments</li></ul>	<ul style="list-style-type: none"><li> ✗ Avoid complex and gender bias language.</li><li> ✗ Avoid visuals which reinforce gender stereotypes of the workforce and job role as this may deter a young person from applying.</li><li> ✗ Don't talk about job roles and subject descriptions which lack clarity.</li><li> ✗ Don't specify 'essential' skills this may deter young people from applying.</li><li> ✗ Don't limit your talent pool by requesting a specific qualification on entry when they can be achieved as part of the apprenticeship.</li></ul>

### Further resources

Check out these websites for further support when recruiting an apprentice:

[Sign in to your apprenticeship service account - GOV.UK \(www.gov.uk\)](https://www.gov.uk/sign-in-to-your-apprenticeship-service-account)

[Recruit an apprentice - GOV.UK \(www.gov.uk\)](https://www.gov.uk/recruit-an-apprentice)

[How to recruit your first apprentice \(amazingapprenticeships.com\)](https://amazingapprenticeships.com/how-to-recruit-your-first-apprentice)

[Find apprenticeship training if you're an employer - GOV.UK \(www.gov.uk\)](https://www.gov.uk/find-apprenticeship-training-if-youre-an-employer)

[Exploring Apprenticeships in the North East - North East Evidence Hub \(northeastlep.co.uk\)](https://northeastlep.co.uk/exploring-apprenticeships-in-the-north-east)

[How business can work with education including a guide to Apprenticeships](#)

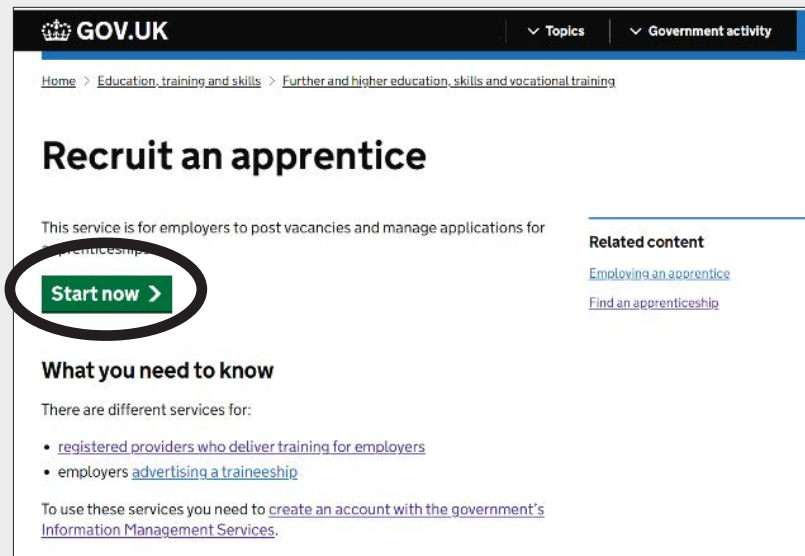
# Getting Started

When advertising your apprenticeship vacancy, there are lots of ways to get it in front of potential applicants. One of the best is via the Government's Digital Apprenticeship Service.

You can watch a short video explaining how to use the Digital Apprenticeship Service here:

[Making use of the digital apprenticeship service](#)

Sign up and create an account on the Recruit an Apprentice website [here](#).



**Recruit an apprentice**

This service is for employers to post vacancies and manage applications for apprenticeships.

**Start now >**

**Related content**

- [Employing an apprentice](#)
- [Find an apprenticeship](#)

**What you need to know**

There are different services for:

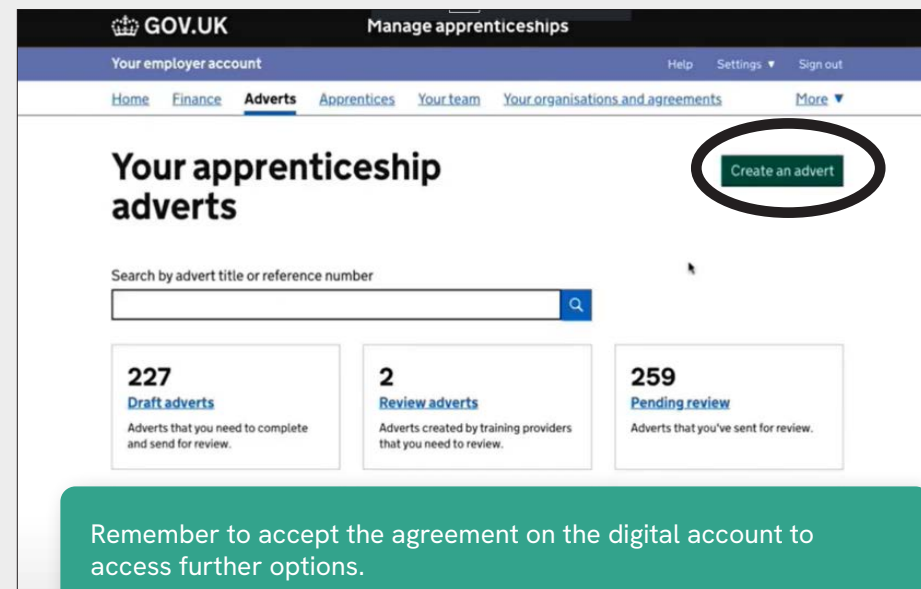
- registered providers who deliver training for employers
- employers advertising a traineeship

To use these services you need to [create an account with the government's Information Management Services](#).

Employers looking to recruit an apprentice must be registered on the apprenticeship service account. You will need the following information:

- Organisation details
- PAYE details

Employers: general enquiries - GOV.UK ([www.gov.uk](http://www.gov.uk))



**Manage apprenticeships**

Your employer account

**Your apprenticeship adverts**

**Create an advert**

Search by advert title or reference number

**227**  
Draft adverts  
Adverts that you need to complete and send for review.

**2**  
Review adverts  
Adverts created by training providers that you need to review.

**259**  
Pending review  
Adverts that you've sent for review.

Remember to accept the agreement on the digital account to access further options.

- If you are an SME with less than 50 employees and recruiting young people between 16-18 there are no additional fees required.
- If the apprentice is 16-18 on enrolment then employers can access a £1,000 incentive.
- If an apprentice has an Education Health Care Plan (EHCP) or a learning difficulty they may be eligible to apply for a bursary of up to £3,000.

A Care Leaver's apprenticeship bursary is available for those who have been in the care of a UK local authority, more details can be found [here](#).

There are five sections you will need to complete before submitting and successfully creating your apprenticeship vacancy advertisement

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## What do you want to call this vacancy?

Use a title that relates to the apprenticeship training for this vacancy, this will help it get found in the Find an apprenticeship search.

Must include the word 'apprentice' or 'apprenticeship'

You have 81 characters remaining

Save and continue Cancel

 Be creative and use language aimed at young people.

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## Apprentice Engineer

### Confirm apprenticeship training

**Aerospace engineer (degree)**  
Level 6 (Degree with honours)  
Typical duration: 48 months  
Standard

Change apprenticeship training

Confirm and continue Cancel

 What level and type of apprenticeship training will the apprentice undertake?  
Click here to find the right Apprenticeship training courses

# Summarise the apprenticeship and tasks associated

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## Apprentice Engineer

### Summary of the apprenticeship

Write a few sentences about the apprenticeship information will appear under your vacancy title when applicants look through a list of vacancies, so make it stand out.

This could be:

- what you are offering
- why the applicant should apply

You must enter at least 50 characters.

You have 155 characters remaining

Have an elevator pitch ready for young people that will attract applicants. Ads that use inclusive language and information which demonstrates employer culture and values e.g. sustainability, receive more applications.

Not all apprenticeships need to start in September. If you want to attract school leavers advertising between October-February will attract fresh talent.

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## Apprentice Engineer

### Tasks and training details

**What will the apprentice be doing?**  
Describe what an average day or week will be like and what tasks the apprentice could be doing.

You must include at least 3 bullet points or your advert will be rejected.

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**What training will the apprentice take and what qualification will the apprentice get at the end?**  
You must include information about the following:

- the qualification they'll get at the end - you can [view the types of qualifications available \(opens in a new tab or window\)](#)
- where and when the apprentice will do their training - if you can, add details about the location of the training
- whether the training will be one day a week or block release

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whether the training will be one day a week or block release

[Save and continue](#) [Cancel](#)

Describe what the apprentice will be doing using a minimum of 3 bullet points to avoid your advert being rejected; the more detail the better. Apprentices want to know what support they will receive so describe this, especially where some duties are challenging.

Describe what the working week will look like. For example, over and above the times and days, does it include hybrid working, flexi time, weekend or evening work. And include, number of holidays and if these are paid for and include bank holidays.

Research has found that a higher salary would encourage parents to promote an apprenticeship as a viable option for their child.

# Skills and qualifications required

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### What skills and personal qualities do applicants need to have?

Select all that apply or add your own

<input checked="" type="checkbox"/> Communication skills	<input type="checkbox"/> Analytical skills
<input type="checkbox"/> IT skills	<input type="checkbox"/> Logical
<input type="checkbox"/> Attention to detail	<input type="checkbox"/> Team working
<input type="checkbox"/> Organisation skills	<input type="checkbox"/> Creative
<input type="checkbox"/> Customer care skills	
<input checked="" type="checkbox"/> Problem solving skills	
<input type="checkbox"/> Presentation skills	
<input type="checkbox"/> Administrative skills	
<input type="checkbox"/> Number skills	

Add a new desired skill or personal quality

**Save and continue** Cancel

Don't rule out potential applicants by stating unrealistic skills and qualities. Benefits of recruiting a young apprentice are that you can shape them to fit your business so consider which skills and qualities are essential. You can also add any others not on the list in the free text box.

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### What qualifications would you like the applicant to have?

[What's the GCSE grading system? \(opens in a new tab\)](#)

Add qualifications applicants should have

GCSE or equivalent

Subject

Maths

Grade

4

Is this qualification essential or desirable?

Essential  
The apprentice must have this qualification to be considered

Desirable  
This qualification would be a nice to have, but is not required

**Save and continue** Cancel

Apprentices can achieve minimum grades for English and maths (grade 4) during their apprenticeship with you so avoid automatically setting this as essential.

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### What else do you want the applicant to consider? (optional)

For example, if the vacancy will involve working outdoors or lifting heavy objects

**Save and continue** Cancel

What else can make you stand out from the crowd, for example not all applicants will be old enough to drive or afford their own transport, can you support with travelling to work, such as car sharing or reduced transport costs, a cycle to work scheme?

Is there anything you want to showcase, are there opportunities to travel for work or training, gain additional certificates in First Aid for example?

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### What is the expected career progression after this apprenticeship?

You may want to mention specific routes they could take once qualified.

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**Save and continue** Cancel

Here, you can give information to prospective apprentices including examples of career prospects, case studies, benefits of apprenticeships etc.

You are investing in an apprentice you want to keep so use this section to provide an insight into progression opportunities, different pathways, both horizontal and vertical, career prospects and further training available. If you have case studies to share and benefits of apprenticeships this is the place to save them.

## Employer details

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### What employer name do you want on the vacancy?

FENDI LTD (registered name)

A different name

I do not want an employer name on my vacancy (be anonymous)  
This could mean fewer people see your vacancy

Save and continue Cancel

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Apprentice Engineer

### Information about FENDI LTD

Updating the employer information will also update the employer information on any unapproved vacancies, for example, draft, pending review or rejected vacancies.

Tell us about the organisation


The organisation's website (optional)

**Disability Confident employer (optional)**

This employer has signed up to the [Disability Confident scheme](#) (opens in a new tab)

Save and continue Cancel

This is your last chance to attract applicants. Include information on your purpose, values, workforce size, whether you're international or local, do you deliver international contracts, for example. Have you won awards or achieved recognised standards or accolades?

 Once you have saved your vacancy you will receive an email notification when the vacancy is live on the website.

Now it's over to you - get sharing the vacancy on your website and social media and with your mailing lists and stakeholders.

Good luck with your apprenticeship journey - remember to check out the useful links on page 2 for more ideas to promote your vacancy.