


Don't  
dream it.  
Do it.

# Introduction

This guide is packed full of hints and tips about how to work your way through registering, searching and applying for your dream apprenticeship job.

When you see this sign  take a few minutes to read our suggestions – it won't take long and we promise it will make a big difference to your application.

By reading through the different sections of this guide, you will be able to pick up valuable advice about the application process that will really help your application to stand out and hopefully get you through to the interview stage of the process.

We hope you find this guide useful and wish you every success in securing an apprenticeship job opportunity.



Looking for an apprenticeship?

Register at  
[www.gov.uk/apply-apprenticeship](http://www.gov.uk/apply-apprenticeship)

Top tip: Make sure you register for vacancy alerts. You can receive an email or text alert every time a suitable new vacancy is added.

Log in reminder

Email address:

Password:

 Apprenticeships

**This publication was produced by Hertfordshire County Council in conjunction with the Bedfordshire and Hertfordshire Provider Network**



## Contents

<b>Step 1 – Register</b>	<b>Page 3 - 6</b>
<b>Step 2 – Search</b>	<b>Page 7 - 9</b>
<b>Step 3 – Apply</b>	<b>Page 10 - 23</b>
– Education	<b>Page 11</b>
– Work Experience	<b>Page 12</b>
– About you – What are your strengths?	<b>Page 13 - 14</b>
– Finding and using ‘buzz words’	<b>Page 15 - 16</b>
– About you – What personal skills would you like to improve?	<b>Page 17</b>
– About you – What are your hobbies, interests or achievements?	<b>Page 18 - 19</b>
– About you – Is there anything we can do to help you at interview?	<b>Page 20</b>
– Additional Employer Questions	<b>Page 21</b>
– How to apply	<b>Page 22</b>
<b>What happens next?</b>	<b>Page 23</b>
<b>What the shortlisters say</b>	<b>Page 24</b>
<b>Interview checklist</b>	<b>Page 25 - 26</b>
<b>Applications diary</b>	<b>Page 27 - 28</b>
<b>Interview dress code</b>	<b>Page 29</b>
<b>Final checklist</b>	<b>Page 30</b>













If you click on the **Browse** tab you can also search by sector categories. When searching by category, select the broad area of work in which you are interested in and then, if you wish, you can narrow it down to the job role by clicking on the green browse button. This will bring up the category list along with the number of **sub-categories** within that area of work. For example, in Business Administration and Law, job roles include Accounting, Sales and Telesales and Marketing. Don't forget to **Update results** when selecting specific job roles.

### Notes

## Search results

We've found **3** apprenticeships in your selected area.

[Receive alerts for this search](#)

**Edit search**

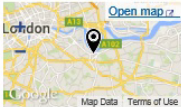
- Agriculture, Horticulture and Animal Care (2)
- Arts, Media and Publishing (3)
  - [▼ 19 sub-categories](#)
  - Advertising & Marketing Communications (1)
  - Automative Clay Modelling (0)
  - Broadcast Production (0)
  - Broadcasting Technology (0)
  - Community Arts (0)
  - Costume and Wardrobe (0)
  - Craft and Technical Roles in Film and Television (0)
  - Creative and Digital Media (2)
  - Cultural and Heritage Venue operations (0)
  - Design (0)
  - Digital Learning Design (0)
  - Interactive Design and Development (0)
  - Journalism (0)
  - Live Events and Promotion
- Business, Administration and Law (77)
- Construction, Planning and the Built Environment (6)
- Education and Training (0)

[▶ More/less detail](#)

**Sort results** Distance

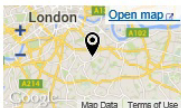
---

[Marketing Apprenticice](#)



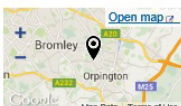
---

[Digital Marketing Apprenticice](#)



---

[Creative and Digital Media Apprenticice](#)



When you see the search results, this will include the vacancy title, the employers name, a short description about the vacancy including the closing date and a map showing you where the vacancy is and the distance it is from your selected location.

### ! Tips

- Check **Find an apprenticeship** regularly as new vacancies are posted daily. This will give you the best chance of being one of the first applicants and prevent you from missing out on a great opportunity before the closing date.

















The second place to look for 'buzz words' is the sections at the bottom of the job advert that are titled Requirements and Prospects and Other information.

Remember to try and include examples of your skills and personal qualities in your application.

## Requirements and prospects

### Desired skills

We are looking for applications from individuals who have the following skills:

- You need to be **confident** and have the ability to **work independently** without the need for close supervision.
- Communication skills are vital in this role; successful applicants will be **well spoken** with a clear and professional telephone manner.
- You must have **good time management skills**; you must be a punctual person and be on time for work and any meetings.

### Qualifications required

No formal qualifications required.

### Future prospects

Full time position for the right apprentice.

### Things to consider

Can you travel there? Please check links below

<http://www.traveline.info/> Or [www.transportdirect.info](http://www.transportdirect.info)

- This role involves liaising with both internal and external customers, you must be confident when dealing with people at all levels.
- This role may involve unsociable hours – you must have a flexible approach to your work.
- Travel costs will be incurred to get to work, and to access the training.
- You must have a customer focused approach whilst handling a large volume of queries.

## Notes

## ! Tips

- If the employer is asking for GCSE grades A\*-C and you did not achieve these grades, it could still be worth applying for the job. You would need to say that you were willing to work towards achieving Functional Skills within the duration of the apprenticeship framework.
- Remember to print off or save a copy of the job advert as you will need to use the advert to help you to prepare for interview (if you are invited to attend one) and you will also need to take a copy of the advert with you to the interview.

# Step 3: Apply

## Notes

### About you – What skills would you like to improve during this apprenticeship?

You only need to write a good paragraph of a few sentences that answer the question, but in a clever way and linked directly to the job that you are applying for. For example, if you were going for a job in the IT Industry you could say something like this:

**'I would like to improve my knowledge and awareness of the latest programming techniques being used in the workplace to increase efficiency and decrease costs to the employer'**

Or if you were going for a job in hairdressing you could say something like this:

**'I would like to improve my knowledge of the latest cutting and colouring techniques being used within the fashion industry and how these could be adapted to suit high street fashion trends'**

## About you

[▶ Help with this section](#)

What are your main strengths?

Please provide examples of when you've demonstrated your strengths

What skills would you like to improve during this apprenticeship?

Think of what your main duties would be and whether there are skills you'd like to develop



What are your hobbies and interests?

Remember to include any personal achievements

Is there anything we can do to support your interview?

For example, do you need a signer, information in braille.

Yes

No















## What the shortlisters say...

"Good applicants have well written application forms where they have taken the time to give examples of their skills and have a good balance between academic achievement and enthusiasm for the job/industry that they are applying for"

**"When we shortlist, we do look to see if the applicant has the desired GCSE results that the employer is seeking. However, this isn't the only thing that we look at. If the applicant can demonstrate that they have taken the initiative to set up and undertake work experience to add to their skills then this is sometimes enough to get them through to interview"**

"Your application must be submitted on time and be free from errors. Weak applications are written in a hurry and are under-prepared"

**"Avoid poor spelling, grammar and punctuation. This is critical if you want to be taken seriously in your application. Ask someone else with a good eye for detail to proofread your application before you submit it"**

"Your application needs to sell you, be engaging, show your interest and enthusiasm and give an insight into your personality. Avoid humour though, this is still a professional document"

**"A busy shortlister is looking for a reason to reject you as much as to offer you a place. Don't give them an excuse to put you on the 'no' pile because of a poor application"**

"Your application needs to show that you have thought about why you are applying for the job"

**"Remember to tailor your application for the job that you are applying for"**

# Interview Checklist

**Do you know how to make a positive first impression at a job interview? Use this checklist to help prepare for your next interview.**

## Prior to submitting an application:

- Ensure your voicemail message on your mobile phone is appropriate
- Make sure your email address is sensible and will represent you in a mature way
- Spell and grammar check your CV, ensure it is up to date

## Prior to interview:

- Research the organisation and job that you are applying for
- Prepare at least 2 or 3 questions that show an interest in the job and organisation
- Work out how to get to the interview and how long the journey will take – allow enough time to arrive at least 15 minutes early
- Prepare answers to some typical interview questions e.g. 'why do you want this job?'
- Prepare examples of when you have used skills relevant to the job

## Appearance:

- Take a bath or shower prior to interview
- Wear clean and ironed clothing
- Wear appropriate clothing and footwear – formal shoes, not trainers e.g. see back page
- Wear matching socks
- Polish/clean your shoes
- Make sure your hands and fingernails are clean
- Wear conservative makeup, accessories and jewellery (including nail varnish)
- Brush your teeth
- Wear subtle perfume/aftershave
- Cover tattoos with long sleeves
- Remove facial piercings (one set of small earrings is fine)
- Remove chewing gum prior to interview

## Body Language:

- Shake hands firmly
- Smile
- Sit when you are offered a seat

- Use good posture, sit up straight
- Be attentive, nod or take notes
- Make eye contact but avoid staring
- Avoid negative behaviour (yawning, crossing your arms, checking your watch, looking at your feet etc.)
- Be composed (no fidgeting, playing with hair, tapping your feet)

## Responsiveness:

- Bring a copy of your CV, the application form and the job advert with you
- Bring a pad and pen to take notes if necessary
- Switch off your phone or set to silent (turn off vibrate as this can still be heard)
- Be on time (even better – be early)
- Use interviewer's title and surname (address as Mr/Ms)
- Refer to the job advert/job description when answering questions
- Show enthusiasm
- Speak clearly, using proper grammar
- Avoid slang, swear words and suggestive language
- Answer questions clearly and concisely
- Focus on your strengths
- Avoid interrupting the interviewer

## Attitude:

- Be respectful
- Be positive and enthusiastic
- Be attentive
- Be knowledgeable about the company
- Use the interviewer's name
- Be professional and mature

## Closing the interview:

- Ask any questions about the organisation/job that you prepared prior to the interview
- Stand and shake hands
- Thank the interviewer for his/her time
- Emphasise your interest in the job
- Ask when a decision will be made

## Interview Checklist

There are a variety of ways you can describe yourself and your strengths. Try using the following:

'I am...'

- |  |                                       |
|--|---------------------------------------|
| <input type="radio"/> Skilled at...        | <input type="radio"/> Excellent at... |
| <input type="radio"/> A skilful...         | <input type="radio"/> Able to...      |
| <input type="radio"/> Competent in...      | <input type="radio"/> Very good at... |
| <input type="radio"/> Extremely good at... | <input type="radio"/> Talented at...  |
| <input type="radio"/> Familiar with...     | <input type="radio"/> Qualified to... |

Employers are looking for various qualities and characteristics in a potential employee. Use the following list of words to help you when describing yourself, whether in an application or at interview:

- |   |   |   |
|---|---|---|
| <input type="radio"/> Able                | <input type="radio"/> Drive                 | <input type="radio"/> Keen              |
| <input type="radio"/> Accurate            | <input type="radio"/> Dynamic               | <input type="radio"/> Knowledgeable     |
| <input type="radio"/> Adaptable           | <input type="radio"/> Educated              | <input type="radio"/> Leadership skills |
| <input type="radio"/> Alert               | <input type="radio"/> Effective             | <input type="radio"/> Loyal             |
| <input type="radio"/> Ambitious           | <input type="radio"/> Efficient             | <input type="radio"/> Mature            |
| <input type="radio"/> Analytical          | <input type="radio"/> Energetic             | <input type="radio"/> Methodical        |
| <input type="radio"/> Articulate          | <input type="radio"/> Enjoy a challenge     | <input type="radio"/> Objective         |
| <input type="radio"/> Assertive           | <input type="radio"/> Enthusiastic          | <input type="radio"/> Organised         |
| <input type="radio"/> Astute              | <input type="radio"/> Fast learner          | <input type="radio"/> Patient           |
| <input type="radio"/> Bright              | <input type="radio"/> Fast worker           | <input type="radio"/> Perceptive        |
| <input type="radio"/> Capable             | <input type="radio"/> Flexible              | <input type="radio"/> Persistent        |
| <input type="radio"/> Calm                | <input type="radio"/> Focused               | <input type="radio"/> Polite            |
| <input type="radio"/> Confident           | <input type="radio"/> Friendly              | <input type="radio"/> Positive          |
| <input type="radio"/> Committed           | <input type="radio"/> Good communicator     | <input type="radio"/> Practical         |
| <input type="radio"/> Common sense        | <input type="radio"/> Gifted                | <input type="radio"/> Pro active        |
| <input type="radio"/> Competent           | <input type="radio"/> Hardworking           | <input type="radio"/> Punctual          |
| <input type="radio"/> Computer literate   | <input type="radio"/> Helpful               | <input type="radio"/> Rational          |
| <input type="radio"/> Consistent          | <input type="radio"/> Highly motivated      | <input type="radio"/> Reliable          |
| <input type="radio"/> Cooperative         | <input type="radio"/> Honest                | <input type="radio"/> Resourceful       |
| <input type="radio"/> Cope under pressure | <input type="radio"/> Imaginative           | <input type="radio"/> Responsible       |
| <input type="radio"/> Creative            | <input type="radio"/> Impressive            | <input type="radio"/> Supportive        |
| <input type="radio"/> Decisive            | <input type="radio"/> Insightful            | <input type="radio"/> Tactful           |
| <input type="radio"/> Dedicated           | <input type="radio"/> Inter personal skills | <input type="radio"/> Team player       |
| <input type="radio"/> Dependable          | <input type="radio"/> Independent           | <input type="radio"/> Tenacious         |
| <input type="radio"/> Desire to succeed   | <input type="radio"/> Innovative            | <input type="radio"/> Thorough          |
| <input type="radio"/> Determined          | <input type="radio"/> Initiative            | <input type="radio"/> Trustworthy       |
| <input type="radio"/> Diplomatic          | <input type="radio"/> Intelligent           | <input type="radio"/> Versatile         |
| <input type="radio"/> Diverse             | <input type="radio"/> Intuitive             | <input type="radio"/> Willing           |

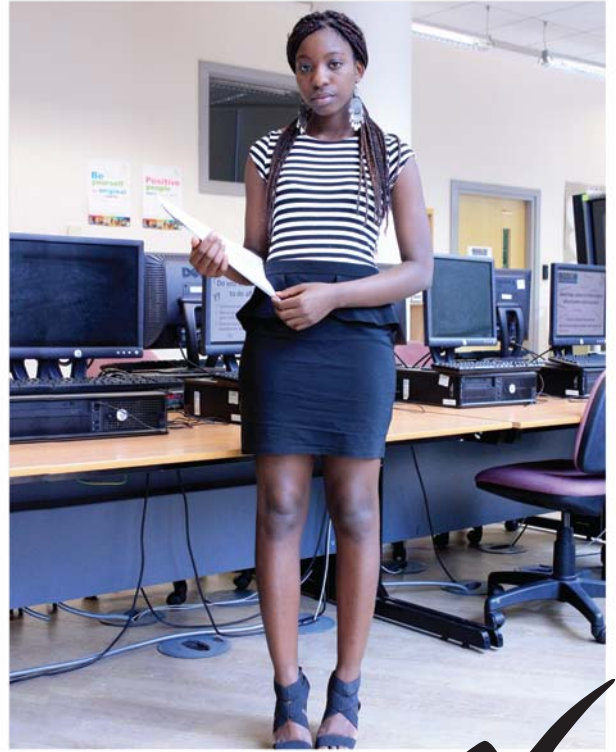
## Applications Diary

<b>Job Title/ Reference</b>	<b>Contact Details</b>	<b>Application Date</b>

## Applications Diary

Contact Name	Interview Date & Time	Company Address

# Interview Dress Code



# How to write a winning apprenticeship application

## Final checklist:

### Before you submit make sure you...

- Check the closing date for applications to be submitted.
- Ask someone to read your application to check for spelling and grammar mistakes.
- Include some examples of your skills, not just a list of strengths.
- Check your application is relevant to the job advert and that you have used some of the 'buzzwords.'
- Save a copy of your application.
- Print off a copy of the job advert and your application.
- Check the location of the job that you have applied to.
- Check that you have answered all of the questions.

**Tweet us:**

**[twitter.com/apprenticeships](https://twitter.com/apprenticeships)**

**[twitter.com/traineeshipsgov](https://twitter.com/traineeshipsgov)**

**Follow us:**

**[facebook.com/apprenticeships](https://facebook.com/apprenticeships)**

**[instagram.com/apprenticeships](https://instagram.com/apprenticeships)**

**Visit us:**

**[apprenticeships.gov.uk](https://apprenticeships.gov.uk)**

**Call us:**

**08000 150 400**