

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

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

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Step 1: Register

Notes

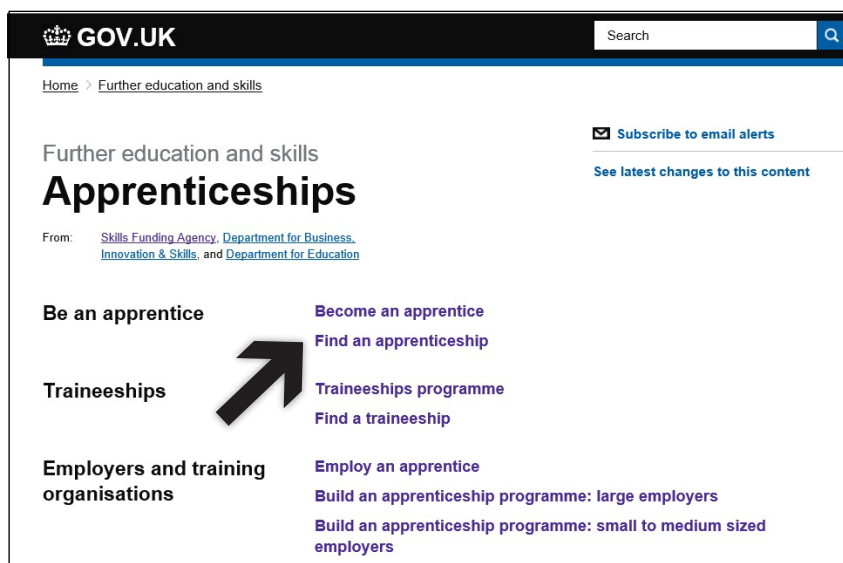
Registering on Find an apprenticeship service is completely free of charge.

To start your search you need to visit the website

www.gov.uk/further-education-skills/apprenticeships

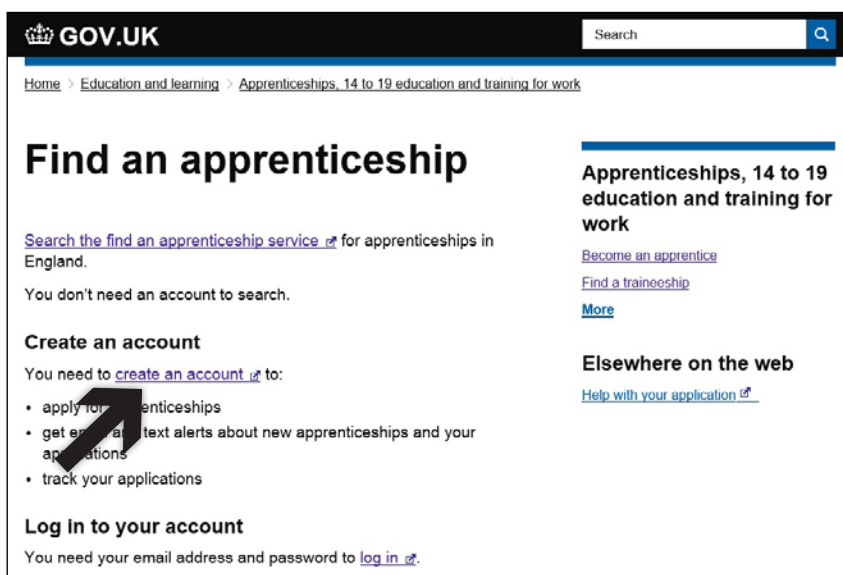
From the home page you can find out lots of useful information about apprenticeships. Click on '**Find an apprenticeship**' as shown below.

www.gov.uk/apply-apprenticeship



You need to click on the link '**create account**'

www.findapprenticeship.service.gov.uk/register



Step 1: Register

You will work through this form to complete your details and create a new account that looks like this:

Find an apprenticeship

Create an account

Your details

First name

Last name

Date of birth

Day Month Year

Contact details

Postcode

For example, BN1 8NH

[Find address](#)

Or enter address manually

Enter email address

You'll need this to sign in to your account. The email address you choose will be seen by employers.

Enter mobile phone number

If you don't have a mobile, enter a landline number.

Sign in details

Email address

[Edit your email](#)

Create password

Requires upper and lowercase letters, a number and at least 8 characters

Password strength:

Confirm password

☒ I'd like to receive the latest careers news and updates

☐ I accept the [terms and conditions](#)

[Create account](#)

Notes

Use the Find Address option to search using your postcode, or manually enter your address.

Step 1: Register

Notes

Your email address will be used as your username to sign in to your account. The email address you choose will be seen by employers.

Enter email address

You'll need this to sign in to your account. The email address you choose will be seen by employers.

Enter mobile phone number

If you don't have a mobile, enter a landline number.

Sign in details

Email address

[Edit your email](#)

Create password

Requires upper and lowercase letters, a number and at least 8 characters

Password strength:

Confirm password

☒ I'd like to receive the latest careers news and updates

☐ I accept the [terms and conditions](#)

Create account

! Tips

– Make sure your password is something that you can remember. Your password must be between 8 and 20 characters long and include a combination of upper and lowercase letters and a number.

– Try to use a sensible email address. Many candidates have email addresses that are very inappropriate and may put employers off.

– Always try to include a telephone number if you have got one, it is important that training providers and employers can contact you to discuss your application if they need to.

– Write down your password straight away before you forget.

5

Remember that you need to activate your account. You will need to go into your email account (that you used in your registration form) and you will have an email waiting for you. You need to enter a 6-character code from the email to **activate** your account.

You may need to check your junk mail folder as sometimes the activation email may be filtered to this folder instead of your inbox.

 **GOV.UK** **Find an apprenticeship**

Activate your account

An email has been sent to **Lynigan@icloud.com**. It'll contain a 6-character code that you'll need to activate your account.

Activation code

[Resend code](#)

Activate account

You must activate your account within 30 days of receiving your activation code. After 30 days your account will be deleted and you'll need to register again.

Notes

Step 2: Search

Notes

You are now ready to log in to your account and start searching!

Sign in

Sign in or [create an account](#).

Email address

Password

[I can't access my account](#)

Sign in

Once your account is activated and you have logged on, you will see a search box and your account options on the top right of the screen.

To start searching for vacancies, enter a key word (such as job role, occupation type) and your location, you can increase the radius. Select the apprenticeship level and click search.

GOV.UK

Find an apprenticeship

John Brown

[Sign out](#)
[My applications](#) [Settings](#)

Find an apprenticeship

Search and apply for an apprenticeship in England

Search

[Browse](#) [Saved searches](#)

Keywords (optional)

Can include job title, employer or reference number

All

Your location

Enter postcode, town or city or [use current location](#)

SE12 8RB

Within

Apprenticeship level

5 miles

All levels

Search

Help

[How to search for an apprenticeship](#)
(interactive walkthrough)

0800 015 0400

[Contact us](#)

[About apprenticeships](#)

[Find a traineeship](#)

! Tips

–

If you are looking for inspiration try a postcode or location search to see what is in the area.

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)

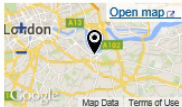
▼ 19 sub-categories

 - ☐ Advertising & Marketing Communications (1)
 - ☐ Automotive 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)

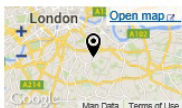
[More/less detail](#)

Sort results Distance ▼

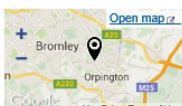
Marketing Apprenticeship



Digital Marketing Apprenticeship



Creative and Digital Media Apprenticeship



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.

Step 2: Search

Notes

Remember that as apprenticeships involve taking job-specific and work-based industry-standard qualifications which reflect the skills and knowledge needed for a particular job, you might need to start at the same level that you have already achieved in your qualifications at Key Stage 4 or after the age of 16.

Alerts

Click on 'Saved searches' in your 'Settings'. Tick the 'email and/or text' buttons to receive alerts about new vacancies that match your saved searches. You will still need to look at your account regularly as other vacancies may appear that don't quite match your search criteria but that may still be of interest to you.

! Tips

When you're ready to apply for a vacancy, click onto Apply for apprenticeship, this will take you to the application form for the vacancy selected.

Apply for apprenticeship

You will see 'your details' are automatically entered, check these are correct and if not update these in Settings. Then you will need to add:

- Your education details
- Qualifications
- Work experience details
- Three about you questions
- Two additional questions
(where employers have asked for more information)

When you have completed all sections you can then click on Preview and Submit or Save draft at the bottom of the page.

Preview and submit

! Tip

Notes

Step 3: Apply

Notes

Education

The second section of your application form asks you to input the last school or college that you attended. Don't worry if you haven't been at school or college for a number of years as it won't affect your application.

Education

Name of most recent school or college

Years attended

Started

Finished

Qualifications

The qualifications section enables you to enter all of the qualifications that you hold or are currently undertaking.

Qualifications

Do you have any qualifications?

If you don't know your results yet, enter your predicted grades.
These are grades your teacher expects you to get.

☒ Yes

☐ No

Type of qualification

Select from list

Year

Subject

Grade

☐ Predicted?

Save this qualification

! Tips

- Remember to include all of your predicted grades and any other qualifications or grades that you hold. e.g. sport, music, dance, drama, Duke of Edinburgh, Asdan, St Johns Ambulance etc.

Work Experience

This section enables you to enter all of your work experience, whether this is paid or unpaid work.

When you start typing in the box that says 'main duties' you will notice that a character count will appear underneath the box. You have 200 characters to describe the main duties that you completed.

If you can't remember the exact dates then you can select the approximate dates.

Work experience

Do you have any work experience?

Please include any work, whether paid or voluntary

☒ Yes ☐ No

Employer

Job title

Main duties

200

Started Finished

Month Year Month Year

Jan Jan ☐ Current

Save this work experience

Notes

! Tips

Step 3: Apply

Notes

! Tips

About You – What are your strengths?

This section is one of the most important parts of the Application Form that will help you to get through to interview. You need to be prepared to put in a great deal of work to get this section looking really good.

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

! Tips

For example, you could say something like this:

'I believe that I have extremely good communication skills. I have given presentations in front of large audiences in whole year assemblies and I have also talked in front of groups in the classroom. As a 6th form Ambassador, I have been involved in open evenings where I have spoken to groups of parents and prospective students about my experience of the 6th form. I also have excellent written communication skills and I am confident speaking on the telephone'

Or you could say something like this:

'I feel that I have very good communication skills. As a keen team member of a local football team, it is crucial that we communicate constantly when on the pitch 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 on the pitch, saying that I am calm, motivational and fair'

! Tips

Notes

Step 3: Apply

Notes

Finding and using 'buzz words'

The job advert needs to be the starting point for your 'strengths' section. By reading it carefully, you can start to identify the skills and attributes that the employer is looking for.

The first place to look for the 'buzz words' is in the apprenticeship summary within the job advert. This section will contain information about the kinds of tasks that you would be expected to complete.

! Tips

- Have a look through the job advert and either print it off and circle all of the buzz words, or write them all down so that you have a checklist of the kinds of words that you could try to include in the 'About You' section of the application form.

Apprenticeship summary

Weekly wage

£150.00

Working week

9:15am to 5:45pm (37.5 hours over 5 days)

Apprenticeship duration

24 months

Possible start date

25 May 2015

Date posted

5 days ago

Apprenticeship level

Intermediate Level Apprenticeship

Reference number

VAC000622114

At MTR you will work as the office administrator dealing with all customer queries either via telephone or face to face as well as writing reports and attending client meetings. This is a fun office based environment where no two days will ever be the same with your wide varied job role. If you are eager, organised and confident then apply now for this role and kick start your career with MTR! Below are some of the roles you will carry out:

- Working on the reception area of the office
- Meeting and greeting visitors who enter the office
- Writing up reports
- Attending client meetings if and when required
- Answering internal and external telephone calls
- Processing and dealing with all queries from clients
- Researching on the internet
- Using the internal diary and computer system
- Sending and receiving emails and letters to clients
- Scanning, printing and photocopying documents
- Storing and retrieving of information
- Organising, inputting and reporting data on to the company system
- Filing away and maintaining internal documents
- Continuously providing excellent customer service

We have circled some of the 'buzz words' and phrases that we think could be used in the application form

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

- 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

About you – What are your hobbies and interests?

Be careful about what you write in this section. You need to remember that the employer will use this section (and all of the application form) to start to create an impression of the kind of person that you are.

It is quite likely that if you are invited for interview, that the employer will use this section to help to 'break-the-ice' and make you feel more comfortable in your interview. They might start by asking you something like 'So (your name), I notice from your application form that you are interested in films. What was the last film that you saw and what did you like about it?'

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


 University of Twente

Is there anything we can do to support your interview?

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

☐ Yes ☒ No

! Tips

Notes

Step 3: Apply

Notes

Remember to think about what you write and what it says about you. For example:

Your hobby or interest	What it might make an employer think about you
I like talking to friends on BBM	'I wonder if I would need to keep an eye on this person in case they use work time to talk to friends'
I like to spend time on Facebook	'Oh good, they've got a facebook account – I can have a look and see what they're like'
I like playing football and keeping fit and healthy	'They obviously like to keep fit and healthy, I hope that means they will take less time off sick through ill-health and be a more reliable employee'
I like going out and socialising	'This person likes to party. They'll probably phone in sick every Monday'

! Tips

About you – Is there anything we can do to support your interview?

Even if you do not require any support at interview, you should never leave this box blank.

It is acceptable to write 'No thank you' or 'Not applicable' but never leave this (or any other box) blank on the application form. This is because the employer will not know if you have chosen not to answer or if you have accidentally missed it. This rule applies to every different type of job application that you may find yourself completing – not just apprenticeships.

Notes

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

Step 3: Apply

Notes

Additional Employer Questions

With every job application that uses 'Find an apprenticeship' form, the employer is only allowed to change one thing, the rest of the form has to stay the same.

The only thing that they may change is to ask you two questions that are relevant to their job application. They will be displayed at the bottom of the application form and will look something like this:

Additional questions

What attracted you to this role?

What skills, attributes and experience do you have that make you good for this role?

[Preview and submit](#)

[Save draft](#)

You do need to answer these questions and you need to think about the job advert, the employer and what you can tell them that might make you stand out from other applicants.

You should research their company through the internet so that you can tell them something interesting about your future career plans in that industry.

Other typical 'Employer' questions that you might see could include:

- Why do you feel you are a suitable candidate for this role?
- Why are you interested in completing an apprenticeship?
- Where do you see yourself in 5 years time?
- What experience of dealing with customers do you have?
- What qualities do you think are important in this job role?
- What do you think makes the difference between a good customer experience and an excellent one?

How to apply

When you find an apprenticeship job advert that you want to apply for, you need to go to the bottom of the job advert and click on **Apply for apprenticeship** at the top right of the advert or at the bottom of the advert.

At this point some adverts may direct you to the employers website to apply using their own system. This is likely to be very different to the application form that this guide has explained, although all of the advice that we have given you should also help you when completing other applications.

If the employer is using the Find an apprenticeship service then you will be asked to complete the application form as described in the earlier steps.

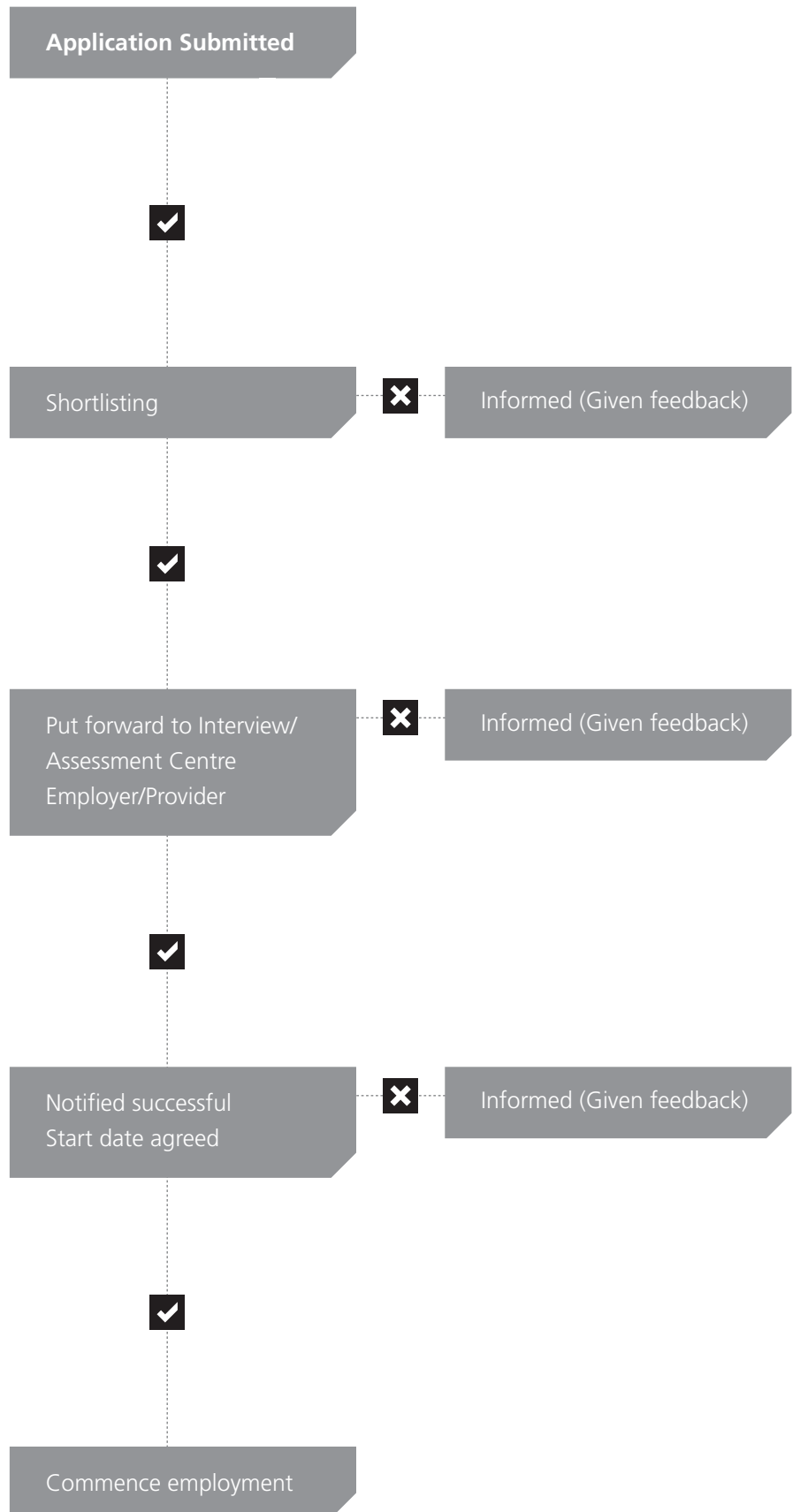
Apply for apprenticeship

! Tips

Notes

What happens next?

Notes



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...'

- | | |
|--|---------------------------------------|
| ☐ Skilled at... | ☐ Excellent at... |
| ☐ A skilful... | ☐ Able to... |
| ☐ Competent in... | ☐ Very good at... |
| ☐ Extremely good at... | ☐ Talented at... |
| ☐ Familiar with... | ☐ 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:

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

Applications Diary

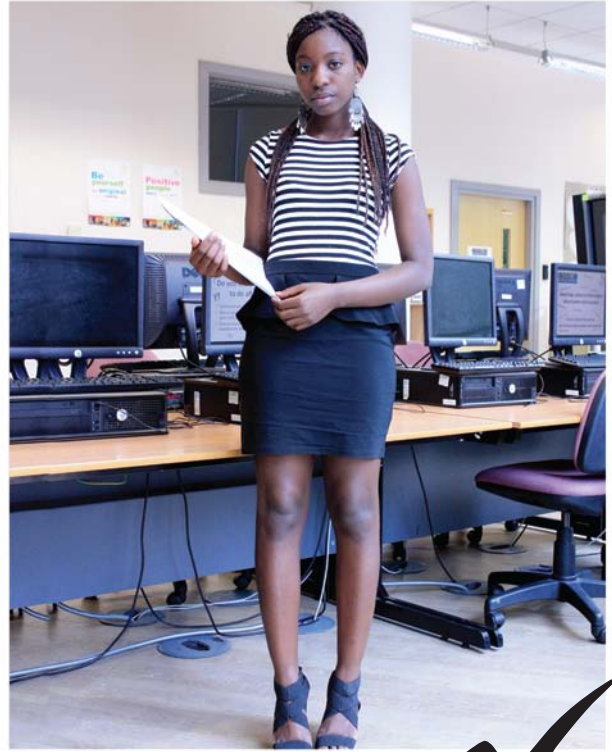
Job Title/ Reference	Contact Details	Application Date

Contact Name	Interview Date & Time	Company Address

Interview Dress Code



X



✓



X



✓

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.

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