

APPLYING FOR



Apprenticeships



WHAT ARE EMPLOYERS LOOKING FOR?

Candidates who:

- Can demonstrate the ability to be an active and useful member of the team.
- Are highly motivated and enthusiastic.
- Can demonstrate commitment to the business and have a willingness to learn.

**YOU WILL NEED AN APPLICATION OR CV
THAT REFLECTS THESE THINGS**



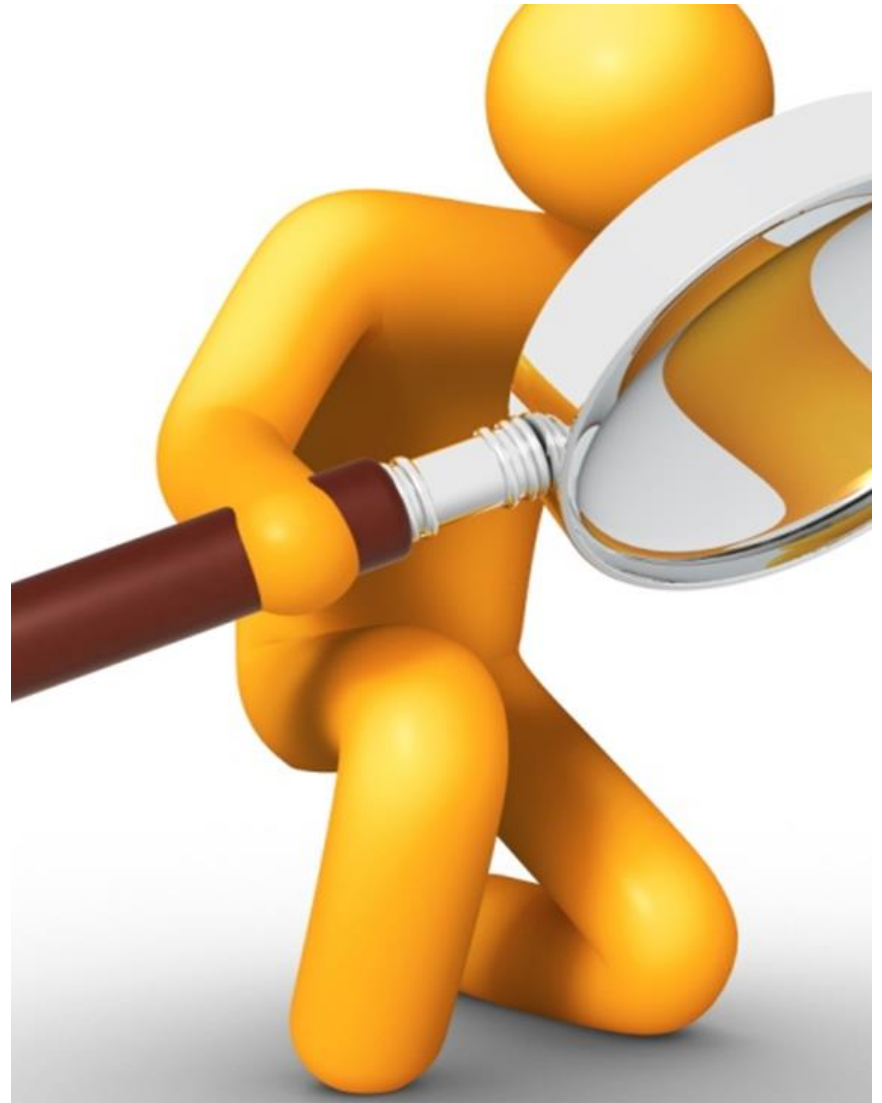
STEP 1: DO YOUR RESEARCH

- Find out all you can about the company to help you personalise your application.
- What is the company like? Look at their website and how they sell themselves.
- Ask yourself why you want to work for this company.
- You need to find out enough about them to show that your interest is genuine.



STEP 2: ANALYSE THE ADVERT

- What skills and qualities are they asking for? What GCSE grades are they asking for?
- Do you really understand what the role involves and the skills you will need to use?
- What qualification are they offering as part of this apprenticeship? How will you learn?
- What are the hours? Is this for a fixed time or will there be an ongoing job after you are qualified?



STEP 3: READ THE JOB DESCRIPTION & PERSON SPEC

- It's very important to use these to help target your application, as they tell you what the job is and what sort of person the employer is looking for.
- Look carefully at the Essential (& Desirable) criteria – do you have everything they are looking for?
- If not, should you apply? You could call them to find out more and tell them about yourself.
- This information should be available but if not, look up the role here – <https://www.careerpilot.org.uk/job-sectors>



STEP 4: APPLICATION FORMS

- Download or make a copy to practice.
- Make sure you understand and follow any instructions carefully.
- Answer the questions asked, not the questions you would prefer to answer.
- Be systematic and address each criteria separately.
- Read it and ask someone else to check it for you – **make sure that you have good spelling and grammar!**



ONLINE APPLICATIONS

- These aren't an excuse to be sloppy!
- Follow instructions very carefully.
- Check whether you can register & return to the form, make a note of your password.
- Double **check your application for correct information and spelling** before submitting it to the employer.



COMPETENCY- BASED QUESTIONS

- These ask you to provide detailed answers, based on personal experience, to demonstrate a skill required in the job.
- There's often a word limit.
- The employer is looking for a clear, concise & well written answer.
- Use real life examples as evidence in your answers, but avoid repeating the same example twice.



QUESTION:

Give an example of a time when you worked as part of a team. Tell us about the role that you played and what the outcome of your teamwork was.



WHAT SHOULD YOU DO?

For each question:

1. Briefly outline the situation
2. Explain what you did in terms of the skills and processes that YOU used
3. Describe a positive outcome or personal learning point



ANSWER:

At school I worked in a team to develop a mini business that would raise funds at the Christmas Fair.

I took responsibility for creating marketing material that would attract people to our stall. I researched our target customers and designed posters and fliers that would promote our product to the widest possible audience.

We attracted 80 customers to our stall, raising £200 for the school's chosen charity and won the Headmaster's Award for Entrepreneurship.

This has given me a passion for marketing and working creatively in teams.



BE A STAR!!

- **Situation** - What was the context?
Where were you and what were you doing?
- **Task** - What was your goal? What was the problem or challenge?
- **Action** - What action did you take?
Be clear about your role
- **Result** - What was the outcome and why? What would you do differently another time?



Not:

“I work in a café at the weekend”

But:

“I work in a local café every weekend greeting customers, explaining the menu, juggling multiple orders, preparing and delivering food, processing payments and keeping the café tidy. My positive attitude and friendliness brings repeat customers back to the café every week”

Not:

“I work well in a team”

But:

“I am the Captain of the local Under 17 Football Team. I help to organise fixtures, motivate team members, regularly attend practice and tournaments, represent the team at local events and work with local young people to promote the Club. This year my work attracted lots of interest and has helped to create a new junior team at the club”



SUPPORTING STATEMENTS

- You might be asked to give your reasons for applying and other information relevant to the job specification, including your knowledge, skills and experience.
- Your statement should relate directly to the requirements of the job you are applying for.
- Make sure you address all the points in the job specification.
- Is there a word limit? This should be a substantial piece of writing, not a one line reply.
- This is your chance to sell yourself! Why should they choose you instead of the other people who have applied?



PERSONALISE IT

- Change your answers and statement for each job opportunity.
- Choose examples that show the skills that each employer is asking for.
- Save each application as a separate document, or make a note of what you input online. This will help you to prepare for your interview.
- Be enthusiastic, prove your interest in both the company and the opportunity.



CHECK YOUR SPELLING AND GRAMMAR!

GOODLUCK!