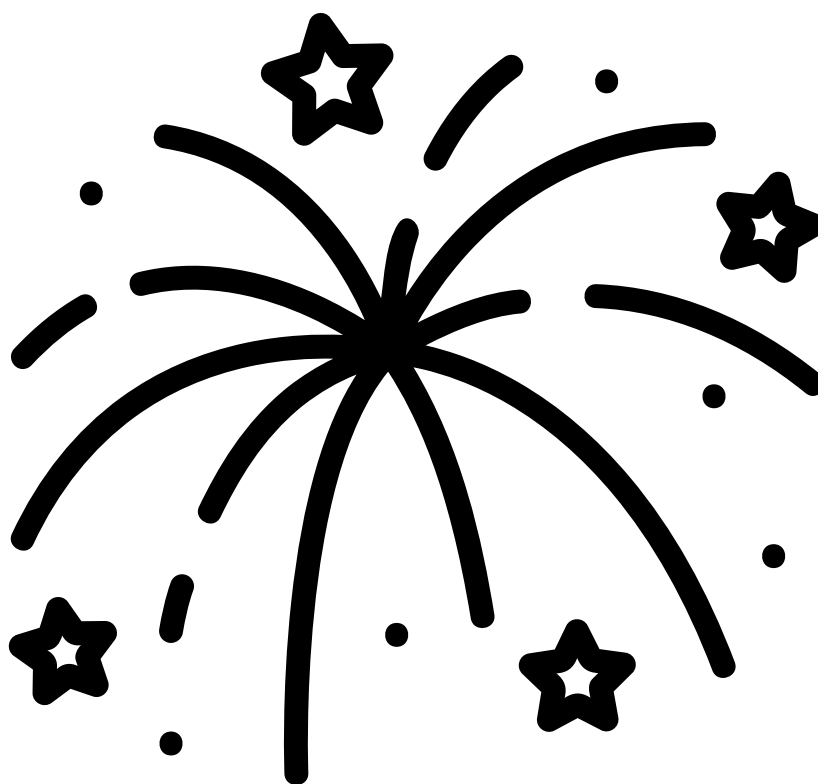


# Parents' and Carers' Pack

## Apprenticeship Information

Edition 30: November 2021



# Searching and preparing

Carolyn Savage, Head of Youth Engagement and Apprenticeship Participation

Dear Parents and Carers,

At this time of year, lots of work will be happening in schools and colleges across the country to help to inform young people about technical education opportunities and how to search and apply for the best opportunities.

In this edition of the Parents and Carers pack, you will find information on how to search and apply for apprenticeships and traineeships, and will find out more about one of the exciting new T Level subjects launched this September. We also take a deeper dive into marketing and advertising apprenticeships, hear from an apprentice at IBM and explore apprenticeship standards you may not know about.

With more than 18,000 apprenticeship vacancies currently available, it is exciting to see the variety of options for young people and apprenticeship participation.

Carolyn Savage  
Head of NEET and Youth Engagement  
Education and Skills Funding Agency part of DfE



## Contents

Finding an apprenticeship	3
Apprenticeships & University: Understanding the options	4
How to apply for a traineeship	6
Subject Spotlight: T Level in Digital Production, Design and Development	7
Understanding an apprenticeship in Advertising and Marketing	8
Apprentice perspective: Life as an apprentice at IBM	10
Supported Internships	11
Standards you may not know about	12

# Finding an apprenticeship

## How to help your child to search for apprenticeships

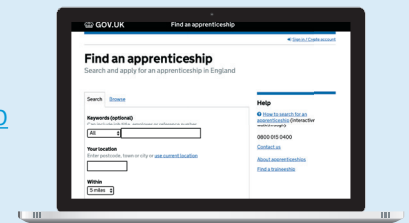
There are lots of different ways that your child can search and find apprenticeship opportunities. Using Find an apprenticeship is a great place to start. Help your child to begin their search using our top tips below.

### WHERE TO START?

#### Find an apprenticeship website

Find an apprenticeship is the government's central vacancy portal, advertising live apprenticeship vacancies across the country, with thousands of vacancies available in a variety of roles, sectors and levels: [www.gov.uk/apply-apprenticeship](http://www.gov.uk/apply-apprenticeship)

This is a great place for your child to start their search for apprenticeships.



#### Top tips for using Find an apprenticeship

- Help your child to create an account so that they are ready to search and apply
- Help them to set up alerts for when new and interesting vacancies come up in your area
- Help them to think widely about how to search for vacancies:
  - **Distance**  
Can they travel or commute a bit further?  
Can they relocate?  
What is a realistic distance to set for their search?
  - **Role**  
Try to help them to choose broad job titles or roles so that more appear in their search.
  - **Level**  
Encourage them to search for roles at different levels. There are brilliant opportunities at intermediate and advanced levels that they may rule out by limiting their search to just higher or degree levels.

Scan to  
visit the  
website



### WHERE ELSE TO LOOK?

#### Company website

If your child has a particular employer in mind, visit their website and see if they can sign up for recruitment alerts or if they send out a newsletter.

#### Social media

Make sure your child follows the employer's careers pages on social media as they will probably use this as a way to promote their vacancies.



#### Friends and family

Lots of apprentices hear about opportunities through friends and family members. Be sure to tell your networks that your child is looking for an apprenticeship and you never know what might come through!

# Apprenticeships & University: Understanding the options

## Points to consider when thinking about options

There are so many options for young people to choose from as their next step when they leave school, from apprenticeships to gap years, to full-time university to a job, so it can be difficult to know which option is going to be best suited for them. Below we share with you some key points for your child to think about when considering the differences between apprenticeships and full-time university.

### APPRENTICESHIP

### UNIVERSITY

#### FINANCIAL ELEMENT

Apprenticeships are fully funded by the employer and/or government. The individual will earn a salary and will never be expected to pay for their training and qualifications.



There will be tuition fees associated with university, however there may be grants and bursaries available. Students can take out loans to help with the university costs, which will not need to be paid back until the individual is earning a minimum of £27,295.

#### CHOOSING A COURSE

There are over 600 apprenticeship programmes of different levels and across many sectors. If your child knows the career they would like, an apprenticeship could be a great option. They will be gaining a recognised qualification and hands on training from day one. [Take a look at the apprenticeship standards](https://tinyurl.com/WCZZDVVE) for the full list: <https://tinyurl.com/WCZZDVVE>

There are thousands of university courses to choose from. If your child is unsure of their career path, they could do a degree that could lead to various careers. At the end of their degree, they can decide on the career path from the knowledge and skills they have gained along the way.

#### GAINING THE QUALIFICATION

80% of the learning is practical on-the-job training, and the other 20% of their paid time is off-the-job learning that will take place with their training provider. During the working week, apprentices can put the knowledge learned straight into practice.



Learning at university is mainly lecture based. Through lectures, workshops and research, your child will study the criteria required to gain the qualification. Depending on the degree, there may be a requirement to complete a work placement, or some time abroad. This is usually in the second or final year of the degree.



# Apprenticeships & University:

## Understanding the options

Points to consider when thinking about options

### APPRENTICESHIP

### UNIVERSITY

#### GAINING SKILLS

Apprentices gain work experience and develop skills on the job using current technologies and the insight of colleagues to support their progress.

There are many transferable competencies developed which can be used in future roles. There are also lots of opportunities to learn life skills, especially if your child moves away from home.

#### LIVING AWAY FROM HOME

It is possible to relocate with an apprenticeship and rent a property closer to the workplace. Alternatively, set out a plan where learning to cook and budget are incorporated with staying at the family home.



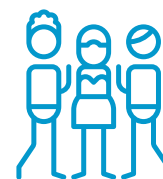
For some students, the experience of going to university includes living away from home. Moving away from home means that students will have to learn important life skills, including how to budget and how to cook.



#### SOCIAL LIFE

Some organisations recruit a cohort of apprentices. They get to know each other really well which supports the social aspect. Apprentices also get to meet other young people while they are with the training provider. Lots of employers recruit apprentices year after year, providing a support network for developing their social skills.

There are lots of new people to meet when going to university and in some cases, friends for life. If living on a university campus, there is usually lots to get involved with, from social events to sports activities.



#### APPLICATION PROCESS

Apprenticeships are like other jobs. Vacancies are advertised throughout the year and will each have its own recruitment process. This may include submitting a CV or application form, follow up assessment days, and interviews.

Throughout the UCAS process there will be set application dates. Applicants must submit their completed application, personal statement, and academic reference by the deadline.

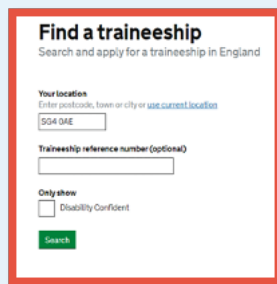
# How to apply for a traineeship

## The where, when and how of applying for a traineeship

A traineeship can help your child to get the extra support they need in order to get into employment, an apprenticeship or further education. Traineeships are available all year round, so they can be applied for at any time. So, if you are thinking that a traineeship may be the next step in your journey, here's how to apply...

### STEP 1: Find a traineeship

- By asking the local college or training provider if they have opportunities
- By speaking to the school careers adviser if your child is 16-18 years old
- By speaking to the Jobcentre Plus adviser if they are in receipt of benefits
- On the [Find a Traineeship](#) page  
Visit: <https://tinyurl.com/4YNEY2W3>




### STEP 2: Create an account

Your child needs to create an account on the 'Find a traineeship' page and enter your location postcode, town or city.

#### Important tip!

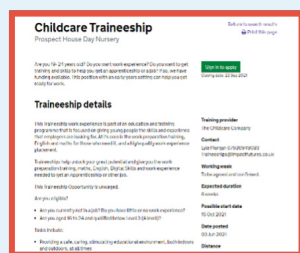
Remember to tick the Disability Confident box if additional support is required during the interview or work experience.



### STEP 3: Look for a traineeship

Search the list of available traineeships in the chosen area and click on the results that are of interest.

This will give you an overview of the traineeship, including the working week pattern, start date and the training that will be provided.



### STEP 4: Complete and submit the application form

Make sure they are signed into their account to be able to apply. Their details should automatically appear so they just need to add their qualifications and any previous work experience or training courses they may have attended. The form asks if any support is needed during the interview and if they have any additional needs. Then just submit! They should hear back within 3-4 weeks after applying.



# Subject Spotlight: T Level in Digital Production, Design and Development

7 new exciting T Level subjects were launched in September 2021, providing more young people with an opportunity to do a 2 year course where they gain valuable knowledge and experience through their study and industry placement. Read below to find out more about the new Digital Production, Design and Development T Level now available.

## WHAT IS DIGITAL PRODUCTION, DESIGN AND DEVELOPMENT?

The core element of a T Level in Digital Production, Design and Development will allow your child to develop their knowledge and understanding in a broad range of topics such as programming, coding, the use of data and the different platforms of delivery in the digital industry. It's a fast moving and cutting-edge subject and they'll also learn about the potential security risks that organisations can face and how to analyse problems and identify solutions through computer programs.

They'll then move onto study the subject in more detail through the occupational specialism. This is where your child can get deeper into specific aspects of the subject, developing and practising the skills needed for an occupation.



## WHAT CAN YOU DO WITH THIS T LEVEL?

This course is suitable for anyone wanting a career in software production and design. Students can progress into roles such as:

↑ **WEB DEVELOPER**

↑ **WEB DESIGNER**

↑ **SOFTWARE DEVELOPER**

↑ **COMPUTER GAMES  
TESTER**

↑ **COMPUTER GAMES  
DEVELOPER**

↑ **E-LEARNING DEVELOPER**

↑ **USER EXPERIENCE (UX)  
DESIGNER**

Students can also use this T Level to do a related higher level apprenticeship or degree course.



**Find out more**

For more, visit: [www.tlevels.gov.uk/students/subjects/digital-production-design-development](https://www.tlevels.gov.uk/students/subjects/digital-production-design-development)



# Understanding an apprenticeship in Advertising & Marketing

Discovering the best way to influence a wider audience

Many industries in the public and private sector use advertising and marketing to drive the business forward. This could be encouraging people to buy products, watch programmes or use the services they provide. Understanding the impact of consumer awareness is crucial to a successful career in marketing and advertising.

## What's the difference between Advertising and Marketing?

Advertising and Marketing are two different disciplines, with the same goal, to increase business revenue through raising the brand profile and selling products and services.



**Marketing** is influencing its audience to recognise the organisation, raising awareness of who they are and what they have to offer. Marketing can start with the company culture, how it's perceived by internal and external customers, branding and overall products or services.

**Advertising** is the promotion of individual products or services to its audience. The advertising will always follow the branding image set out from the marketing strategy.

There are two specialisms working in advertising:

1. **The creative element**  
Building the advertising campaign
2. **The media element**  
Knowing where it is best placed to make the biggest impact.

## What to expect from a job in marketing?

- To create and follow a marketing strategy
- Collecting and analysing research data to understand audience behaviour
- Build brand awareness through a strong marketing plan
- Evaluate campaigns to help identify future opportunities

## What to expect from a job in advertising?

- Create successful campaigns for the ideal medium
- Know how to influence or inform the appropriate audience
- Understand the legal and ethical regulatory standards
- Monitor the progress and the success of the campaign



## Skills that would support a career in advertising and marketing include:

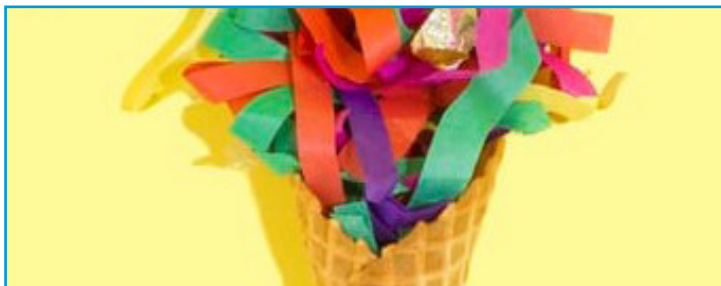
- Having imaginative ideas
- Having some commercial awareness
- Having a desire to influence others
- Enjoys communicating with lots of people
- Enjoys writing for different audiences



# Understanding an apprenticeship in Advertising & Marketing

Discovering the best way to influence a wider audience

Taking a deeper look at the different types of advertising and marketing roles.



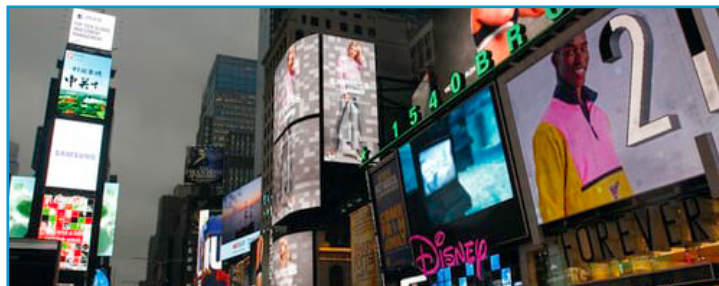
## JUNIOR ADVERTISING CREATIVE, LEVEL 3

Apprentices learn to follow the creative brief with oversight of budgets and brand and then present their ideas to meet the requirements. Once the project is authorised, they will build the campaign.

**Typical duration:**  
18 months

**Possible job roles:**

- Creative Technologist
- Junior Brand Creator
- Junior Copywrite
- Junior Creative



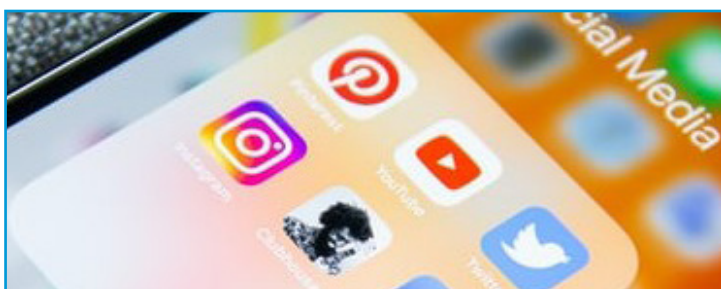
## ADVERTISING & MEDIA EXECUTIVE, LEVEL 3

Apprentices are part of the full advertising process. They will understand the expectations of the campaign, identify and resolve any challenges then evaluate the campaign.

**Typical duration:**  
18 months

**Possible job roles:**

- Advertising & Media (A&M) Creative Specialists
- A&M Executive
- A&M Executive Media Specialist



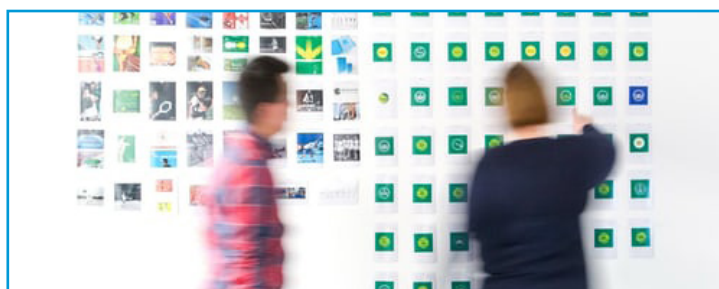
## DIGITAL MARKETER, LEVEL 3

Apprentices build on existing customer relations and engage with new customers by creating digital campaigns across social media platforms. As well as the creative role, there is also coding involved.

**Typical duration:**  
18 months

**Possible job roles:**

- Digital Marketing Assistant
- Digital Marketing Technologist
- Social Media Executive



## MARKETING EXECUTIVE, LEVEL 4

Apprentices work with stakeholders to deliver the marketing plan across publications, social media and other mediums. They will be involved in analysing research and identifying audience behaviours to produce a successful campaign.

**Typical duration:**  
15-21 months

**Possible job roles:**

- Marketing Officer
- Marketing and Communications Officer
- Marketing Specialist

# Apprentice Perspective: Life as an apprentice at IBM

Meet Euan Wilcox, a Chartered Business Management Degree Apprentice

**I started my apprenticeship** in September 2020, meaning that the majority of my experience to date has been online. Throughout my A level experience, I always combined my academic learning with challenging part time work, and I wanted to continue this trend of combining work and education. The apprenticeships with IBM proved to be an ideal path. The course not only allows me to obtain a degree and other sought-after qualifications, but it also exposes me to thought-provoking and rewarding work, allowing me to grow professionally exponentially.



**I completed much of my apprenticeship** research alone, particularly due to a profound lack of support for the apprenticeship route at school, university was pushed a lot more! Due to this, I have extensively advocated for apprenticeships since beginning my own, hopefully never leading to another young person feeling unsupported again.

**Just like any other apprentice**, I spend 20% of my time in education, my degree is provided by the University of Kent but I will also receive Chartered Management Status from the Chartered Management Institute by the end of my apprenticeship. My education is now mainly in-person and I attend seminars every Friday.

In preparation for these sessions, I watch pre-recorded lectures on weekday evenings. Ensuring I have my days planned out and dedicated time carved out for university work allows me to stay on top of it.

Visit [apprenticeships.gov.uk](https://www.apprenticeships.gov.uk) to find out more.



**My proudest achievement** since beginning my apprenticeship was speaking at the House of Lords about youth unemployment, articulating how apprenticeships are viable routes for many young people experiencing unemployment. Outside of work I am a keen runner, currently training for this year's London Marathon, raising money for a charity called Rhino Ark.

**If I could give one piece of advice** to those looking at their future opportunities, it would be research. There are so many apprenticeships available now. If you thought the only route to your desired career was through university, then think again. Without a doubt there will be an apprenticeship that will get you to that same position, with so many added benefits on top.



## Find out more

To find out more about IBM apprenticeships visit: [www.ibm.com/uk-en/employment/entrylevel/#Apprenticeships](https://www.ibm.com/uk-en/employment/entrylevel/#Apprenticeships)



# Supported Internships

## What is a supported internship and how will it benefit my child?

As a parent or carer of a child with learning difficulties or disabilities, you may have extra worries and concerns about how your child may access employment. Supported Internships have been developed as a valuable opportunity for young people aged 16-24 with an Education, Health and Care Plan (EHCP) or a Statement of Special Educational Needs (SEN). It helps to provide young people with work experience and to develop a variety of skills that will be expected in the workplace.

### How does a Supported Internship work?

They are structured study programmes that are mainly based with an employer. They last for a maximum of 1 year and allow your child to experience a range of different departments within a business.



Your child will complete a personalised study programme which includes maths and English, but also the opportunity to study for other work-related qualifications. This will help to move in to paid employment at the end of their internship. Supported Internships focus on a much more personalised experience for your child, ensuring that they are getting the very best opportunity for them.

### What support will my child get?

As well as having a personalised programme that has been designed to meet their needs, your child will also get their own job coach. Their job coach will work directly with your child to set up step-by-step methods to allow them to deal with the tasks they are being given.

The job coach will also offer one-on-one support to your child as they work through their internship. Not only does the job coach work with your child, but they also guide the employer by helping them to make any required adjustments. Your child may find that as they grow in confidence they need less support from their job coach, but they will remain an important point of contact throughout.



### What will my child achieve?

Your child will be supported as they learn and develop the skills that are important to employers. It will also allow your child to demonstrate their value in the workplace and, most importantly, it will help them to become more confident, both in their own abilities and how these abilities allow them to perform successfully at work.

### How can I apply or find out more information?

Your child's school or college should have lots of information about Supported Internships. The SENCO officer or Careers Leader should be able to help your child to find out more.

However you can also seek additional help and guidance from your social worker or transition worker, and from Job Centre Plus. When you start to look at Supported Internships, the role should be compatible with the interests of your child. The learning provider will be able to identify the needs required for each individual and put together the best-suited programme. Not only will this enable your child to get the best from this opportunity, it will also help to carve out a plan for their future.

# Apprenticeship Standards









Keep up to date with the range of apprenticeships available

New apprenticeships are being developed and released all the time through The Institute for Apprenticeships and Technical Education. The list below shows some of the brilliant apprenticeship standards available.

Find out more here: [www.instituteforapprenticeships.org/apprenticeship-standards](http://www.instituteforapprenticeships.org/apprenticeship-standards)

Scan to  
visit the  
website



Agriculture, Environmental and Animal Care	Arboriculturist 	Undertake tree inspections and surveys.	Level 4
Digital	Data Scientist (Integrated Degree) 	Working in a team to find ways to improve an organisation's processes.	Level 6
Health and Science	Hygiene Specialist 	Provide specialist hygiene services in areas such as closed plants, sterile environments, food production and laboratories.	Level 4
Transport and Logistics	Train Driver 	Responsibility for driving trains in a safe, punctual, economic manner over various routes.	Level 3
Education and Childcare	Academic Professional 	Working within the higher education (HE) sector delivering higher education teaching.	Level 7
Catering and Hospitality	Commis Chef 	Preparing food and carrying out basic cooking tasks in every section of a kitchen under the supervision of a senior chef.	Level 2
Engineering and Manufacturing	Print Operative 	Assist in production of a printed product or component.	Level 2
Legal, Finance and Accounting	Motor Finance Specialist 	Offering and administering finance packages to customers buying vehicles.	Level 3