

Promoting apprenticeships on your company careers page

Hints and tips

An easy way to promote apprenticeships to your existing workforce as a developmental opportunity and/or to recruit new people into your organisation, is to have a dedicated page on your company website for careers that includes apprenticeships. The below points provide you with some simple hints and tips to consider when creating the apprenticeship section of your careers internet page.



Put apprenticeships as a visible option on your company internet home page. We suggest making your apprenticeships section easily accessible within a maximum of two clicks.



Add some content on how your company recognises the value of apprenticeships and how they link to your overall values – to you as a company and the value they can bring to the apprentice (earn while you learn, alternative route to traditional education, hands on practical experience, fully funded etc). Take a look at the [ATAC website](#) where you can find loads of useful content to support with the benefits of apprenticeships.



A quote from your CEO or HR Director to say how committed/dedicated your company is to developing apprentices (as an option to develop existing people as well as recruiting new talent)



Successful case studies from apprentices on their experiences of apprenticeships with you (or from ATAC if this is the first time you have taken on an apprentice; these are available on the ATAC website)



Vlogs/Videos from a diverse range of apprentices talking about their journey/learning and work (when you have apprentices in post)



An overview of all of the apprenticeship programmes you offer and the current vacancies available – including what the apprenticeship programme is, what standard they will be working towards, if there is a qualification they will achieve, the duration, salary/benefits, the support they will receive and a link for how they can register their interest or apply



For each programme include information about who the training provider is and how the learning is delivered. Include expectations around 20% off the job learning time and there being a personal commitment to study in their own time as well



Add some content around career progression pathways, such as where apprenticeships could take them within your company



Include any information on company growth plans, reiterating the important work you are doing and how your apprentices fit into that



Contact details if they have any queries

You may wish to consider visiting other employer careers webpages who offer apprenticeships to see some ideas of how they promote, such as [BBC](#), [Jaguar Landrover](#), [Virgin Media](#) and [Sky](#) as a few examples. If you need any additional support with this, contact your apprenticeship training provider who will be able to guide you.