



## WRITING A WINNING APPLICATION

# GET THAT APPRENTICESHIP! HOW TO MAKE YOUR APPRENTICESHIP APPLICATION STAND OUT FROM THE CROWD!

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

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

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

# Contents

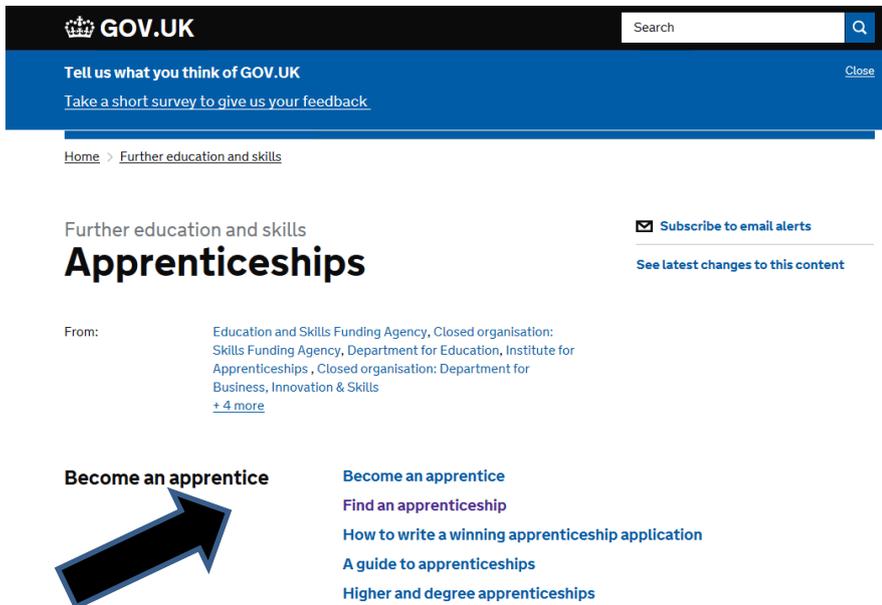
<b>Step 1 - Register on 'Find an Apprenticeship'</b>	<b>Pages 3 - 5</b>
<b>Step 2 - Search</b>	<b>Pages 6 - 8</b>
<b>Step 3 - Apply</b>	<b>Pages 9 - 17</b>
• Education	
• Work Experience	
• About you - What are your strengths?	
• Finding and using 'buzz words'	
• About you - What personal skills would you like to improve?	
• About you - What are your hobbies, interests or achievements?	
• About you - Is there anything we can do to help you at interview?	
• Additional Employer Questions	
• How to apply	
<b>What happens next?</b>	<b>Page 18</b>
<b>What the employers say</b>	<b>Page 19</b>
<b>Final checklist</b>	<b>Page 20</b>

Registering on the 'Find an Apprenticeship' service is completely free.

All apprenticeships available in England are advertised on this website:  
[www.gov.uk/further-education-skills/apprenticeships](http://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'



**GOV.UK** Search

Tell us what you think of GOV.UK [Close](#)  
Take a short survey to give us your feedback

[Home](#) > [Further education and skills](#)

Further education and skills

# Apprenticeships

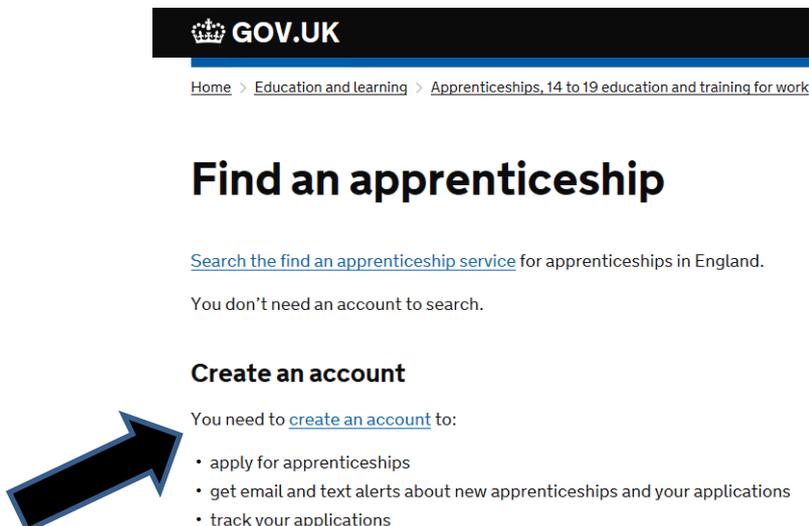
[Subscribe to email alerts](#)  
[See latest changes to this content](#)

From: [Education and Skills Funding Agency](#), [Closed organisation: Skills Funding Agency](#), [Department for Education](#), [Institute for Apprenticeships](#), [Closed organisation: Department for Business, Innovation & Skills](#)  
[+ 4 more](#)

**Become an apprentice**

- [Become an apprentice](#)
- [Find an apprenticeship](#)
- [How to write a winning apprenticeship application](#)
- [A guide to apprenticeships](#)
- [Higher and degree apprenticeships](#)

You need to click on the link 'create account'



**GOV.UK**

[Home](#) > [Education and learning](#) > [Apprenticeships, 14 to 19 education and training for work](#)

# Find an apprenticeship

[Search the find an apprenticeship service](#) for apprenticeships in England.

You don't need an account to search.

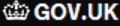
## Create an account

You need to [create an account](#) to:

- apply for apprenticeships
- get email and text alerts about new apprenticeships and your applications
- track your applications

You need to complete your details and create a new account. Use the Find Address option to search using your postcode, or manually enter your address.

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!

 **GOV.UK** Find an apprenticeship

[Sign in / Create account](#)

## Create an account

### Your details

First name

Last name

Date of birth

Day  Month  Year

---

### Contact details

Enter your postcode or start typing address

[Or enter address manually](#)

Address

Postcode

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.

#### TIPS

1. 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.
2. Use a sensible email address. Many candidates have email addresses that are inappropriate and it will put employers off.
3. Always include a telephone number, it is important that training providers and employers can contact you to discuss your application if they need to.

Remember that you need to activate your account. You will need to go into your email account (that you used in your registration form) you will need to enter a 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.

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

## 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

## Search

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

## Find an apprenticeship

Search and apply for an apprenticeship in England

Search [Browse](#)

---

**Keywords (optional)**  
Can include job title, employer or reference number

All

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

**Within**

5 miles

**Apprenticeship level**

All levels

**Only show Disability Confident vacancies**

Yes

[Reset search options](#)

If you click on the **Browse** tab you can also search by sector categories. When searching by category, select the area of work in which you are interested in, 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.

[Search](#)

Browse

### Browse by category

- Agriculture, Horticulture and Animal Care
- Arts, Media and Publishing
- Business, Administration and Law
- Construction, Planning and the Built Environment
- Education and Training
- Engineering and Manufacturing Technologies
- Health, Public Services and Care
- History, Philosophy and Theology
- Information and Communication Technology
- Languages, Literature and Culture
- Leisure, Travel and Tourism
- Preparation for Life and Work
- Retail and Commercial Enterprise
- Science and Mathematics
- Social Sciences

### Your location

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

### Within

### Apprenticeship level

### Only show Disability Confident vacancies

Yes

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.

## Search results

We've found **36** apprenticeships in your selected area.

We've also found **9** apprenticeships with positions elsewhere in England.

[Receive alerts for this search](#)

### Edit search

- Agriculture, Horticulture and Animal Care (3)
- Arts, Media and Publishing (1)
- Business, Administration and Law (36)  
[27 sub-categories](#)

- Accountancy (5)
- Accounting (1)
- Actuarial (0)
- Business (7)
- Business and Administration (1)
- Business and Professional Administration (0)
- Contact Centre Operations (0)
- Conveyancing and probate (0)
- Customer Service (3)
- Facilities management (0)
- Financial Services (4)
- Human Resource Management (0)
- Insurance (1)
- Law (2)
- Leadership & Management (1)

- Construction, Planning and the Built Environment (15)
- Education and Training (4)
- Engineering and Manufacturing Technologies (31)
- Health, Public Services and Care (16)
- History, Philosophy and Theology (0)
- Information and Communication Technology (18)
- Languages, Literature and Culture (0)
- Leisure, Travel and Tourism (6)
- Preparation for Life and Work (0)
- Retail and Commercial Enterprise (68)
- Science and Mathematics (0)
- Social Sciences (0)

### Your location

BS7 9AL

### More/less detail

- Sub-category
- Description
- Distance
- Closing date
- Possible start date
- Apprenticeship level
- Wage

### Sort results

Distance

#### [Service Station Site Manager - Team Leader Apprenticeship Level 3](#)

Leadership & Management > Team leader / supervisor

Applegreen Biggleswade

(Added 27 Mar 2018 - 1 position available)

To manage a service station and forecourt whilst completing a recognised qualification in Team Leading Level 3. Training is all in house, you will not be required to attend college and management experience is preferred but not essential.

Distance: 0.4 miles [Journey time](#)

Closing date: 30 Apr 2018

Possible start date: 01 May 2018



#### [Apprentice Lettings Administrator](#)

Business > Business Administrator

Brunel Associates

(Added 7 days ago - 1 position available)

Do you have a keen interest in working within an established Estate Agency? Are you a highly confident and mature individual who pays great attention to detail? If so, Key Training have the perfect vacancy for you!

Distance: 0.8 miles [Journey time](#)

Closing date: in 7 days

Possible start date: 19 Apr 2018



## TIP

1. 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.

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.

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**. 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

1. Before you start, print off a copy of anything that might help you such as your:
  - Curriculum Vitae (CV)
  - Any practice application forms that you have completed
  - Personal Statement
  - Achievement Portfolio
  - Copies of Certificates
  - Remember to click save draft if you are not completing all of the application form at once.

You can return to it later by going into 'My applications' on the top right when you are ready.

#### 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.

<b>Education</b>	
Name of most recent school or college	
<input type="text"/>	
Years attended	
Started	Finished
<input type="text"/>	<input type="text"/>

## Qualifications

The qualifications section enables you to enter all of the qualifications that you hold or are currently undertaking. Do not leave these blank!

### 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  Year

Subject

Grade   Predicted?

### TIP

1. 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, St Johns Ambulance etc.

## Experience

This section enables you to enter 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.

If you do not have any relevant experience then consider taking the initiative to set some up. This could be one day at the weekend or in the holidays. You don't have to rely on the work experience that your school might have set up for you.

Think about the skills that your work experience placement helped you to develop.

### Work experience

Do you have any work experience?  
Please include any work, whether paid or voluntary

Yes  No

Employer

Job title

Main duties  
  
200

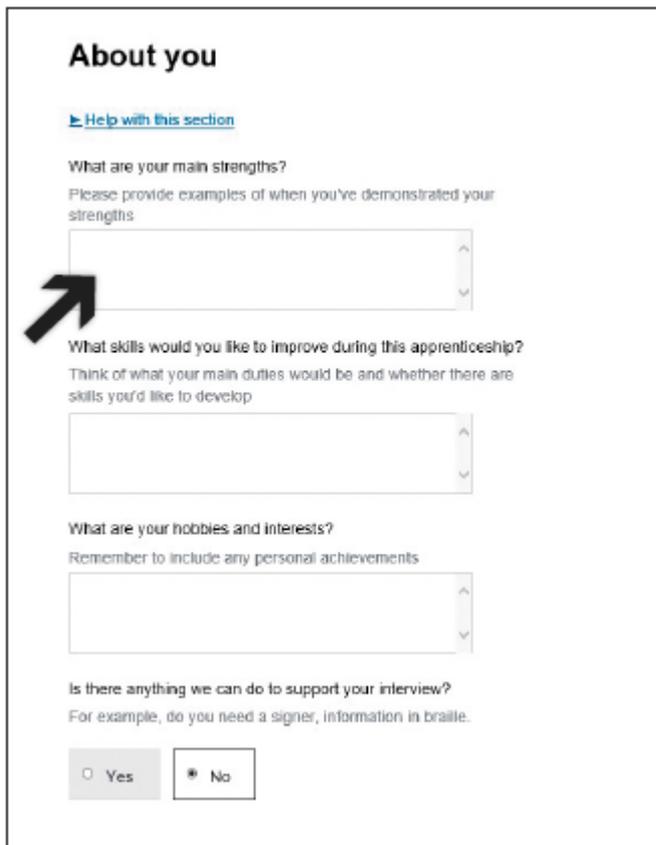
Started                      Finished  
Month    Year                  Month    Year                   Current  
Jan                           Jan                            Current

### TIPS

1. Practice writing your statement in a word document first, then you can cut and paste it into the box when you're happy with how it reads
2. Remember to check the spelling and punctuation
3. Make sure you focus on tasks that you undertook that might be relevant to the types of jobs that you are applying for in the future

## 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

1. Remember to give examples of your strengths if you can. For example, if the employer asks for 'Good communication skills' then you need to tell them that you have 'Good communication skills' but also think about how you could back this up with evidence of these skills.
2. If you are not sure about what to write about yourself, ask a friend or teacher to list your three best qualities

### 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. I have been involved in open evenings where I have spoken to groups of parents and prospective students about my experiences. I also have excellent written communication skills and I am confident speaking on the telephone'

### Or:

'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'

## 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.

### TIP

1. 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

<b>Weekly wage</b> £150.00	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 <b>energetic, organised and confident</b> then apply now for this role and kick start your career with MTR! Below are some of the roles you will carry out:
<b>Working week</b> 9:15am to 5:45pm (37.5 hours over 5 days)	
<b>Apprenticeship duration</b> 24 months	<ul style="list-style-type: none"><li>• Working on the reception area of the office</li><li>• Meeting and greeting visitors who enter the office</li><li>• Writing up reports</li><li>• Attending client meetings if and when required</li><li>• Answering internal and external telephone calls</li><li>• <b>Processing and dealing with all queries from clients</b></li><li>• <b>Researching on the internet</b></li><li>• Using the internal diary and computer system</li><li>• Sending and receiving emails and letters to clients</li><li>• Scanning, printing and photocopying documents</li><li>• Storing and retrieving of information</li><li>• Organising, inputting and reporting data on to the company system</li><li>• Filing away and maintaining internal documents</li><li>• <b>Continuously providing excellent customer service</b></li></ul>
<b>Possible start date</b> 25 May 2015	
<b>Date posted</b> 5 days ago	
<b>Apprenticeship level</b> Intermediate Level Apprenticeship	
<b>Reference number</b> VAC000622114	

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. Include examples of your skills and personal qualities in your application.

### Requirements and prospects

<b>Desired skills</b> We are looking for applications from individuals who have the following skills: • You need to be <b>confident</b> and have the ability to <b>work independently</b> without the need for close supervision. • Communication skills are vital in this role; successful applicants will be <b>well spoken</b> with a clear and professional telephone manner. • You must have <b>good time management skills</b> - you must be a punctual person and be on time for work and any meetings.	<b>Future prospects</b> Full time position for the right apprentice.
<b>Qualifications required</b> No formal qualifications required.	<b>Things to consider</b> Can you travel there? Please check links below <a href="http://www.traveline.info/">http://www.traveline.info/</a> Or <a href="http://www.transportdirect.info">www.transportdirect.info</a> • 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 <b>unsociable hours</b> - 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.

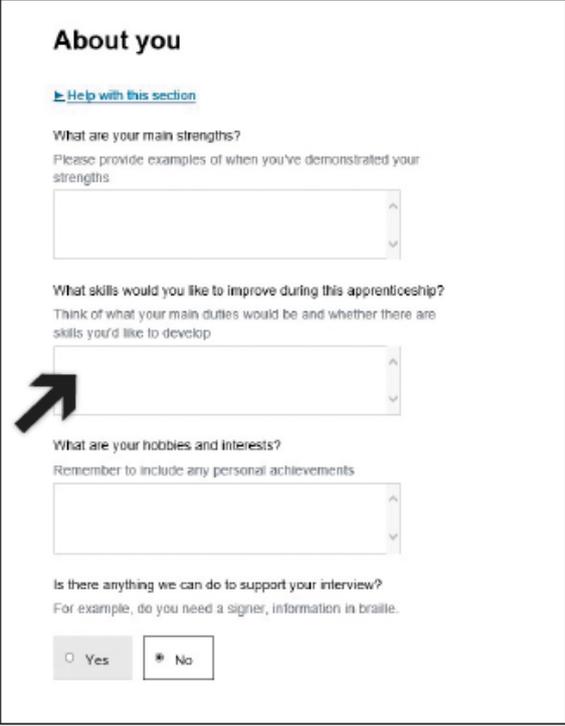
## TIP

1. 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.

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

You only need to write a 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'**



The screenshot shows a form titled "About you" with a "Help with this section" link. It contains four text input fields with the following questions and instructions:

- 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.

At the bottom, there are two radio button options: "Yes" (unselected) and "No" (selected).

### About you - What are your hobbies and interests?

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. If you are invited for interview, the employer will use this section to help to 'break-the-ice' and make you feel more comfortable in your interview.

**TIP**

1. If you have an interesting or unique hobby or interest then include it in this section, but be careful about over-embellishing or ‘making up’ a hobby or interest as you don’t want to get caught out and be asked about it at interview, then not be able to talk about it honestly.

**About you**

[Help with this section](#)

**What are your main strengths?**  
Please provide examples of when you've demonstrated your strengths

Text input field

**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

Text input field

**What are your hobbies and interests?**  
Remember to include any personal achievements

Text input field with a black arrow pointing to it from the left

**Is there anything we can do to support your interview?**  
For example, do you need a signer, information in braille.

Yes  No

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

<b>Your hobby or interest</b>	<b>What it might make an employer think about you</b>
<b>I like talking to friends on BBM</b>	'I wonder if I would need to keep an eye on this person in case they use work time to talk to friends'
<b>I like to spend time on Facebook</b>	'Oh good, they've got a facebook account – I can have a look and see what they're like'
<b>I like playing football and keeping fit and healthy</b>	'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'
<b>I like going out and socialising</b>	'This person likes to party. They'll probably phone in sick every Monday'

**TIP**

1. Try to include hobbies or interests that are current, telling the employer that you were in the Brownies when you were 8 years old is not very current.

**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 job application that you complete - not just apprenticeships.

The screenshot shows a form section titled "About you". At the top left, there is a link that says "Help with this section". Below this, there are four text input fields, each with a question and a sub-question:

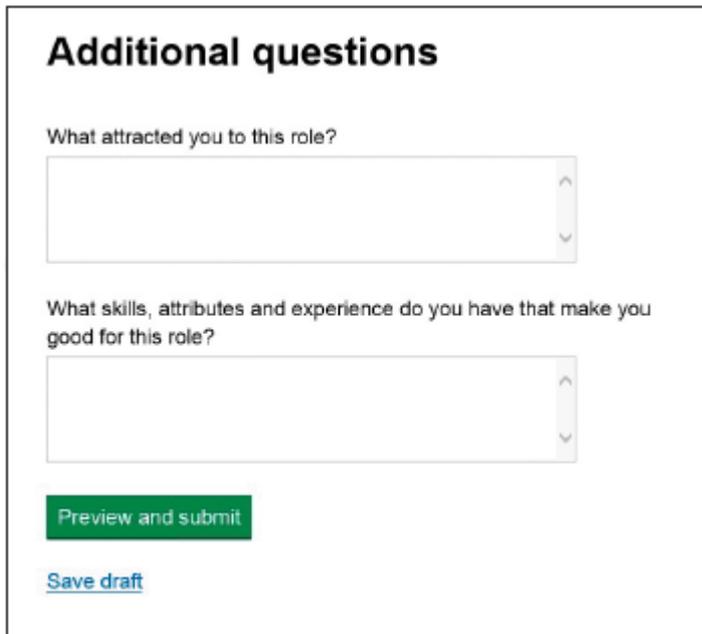
- Question: "What are your main strengths?"  
Sub-question: "Please provide examples of when you've demonstrated your strengths"
- Question: "What skills would you like to improve during this apprenticeship?"  
Sub-question: "Think of what your main duties would be and whether there are skills you'd like to develop"
- Question: "What are your hobbies and interests?"  
Sub-question: "Remember to include any personal achievements"
- Question: "Is there anything we can do to support your interview?"  
Sub-question: "For example, do you need a signer, information in braille."

At the bottom of the form, there are two radio button options: "Yes" and "No". The "No" option is selected, indicated by a small black dot. A large black arrow points to the "Yes" radio button.

### 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 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?

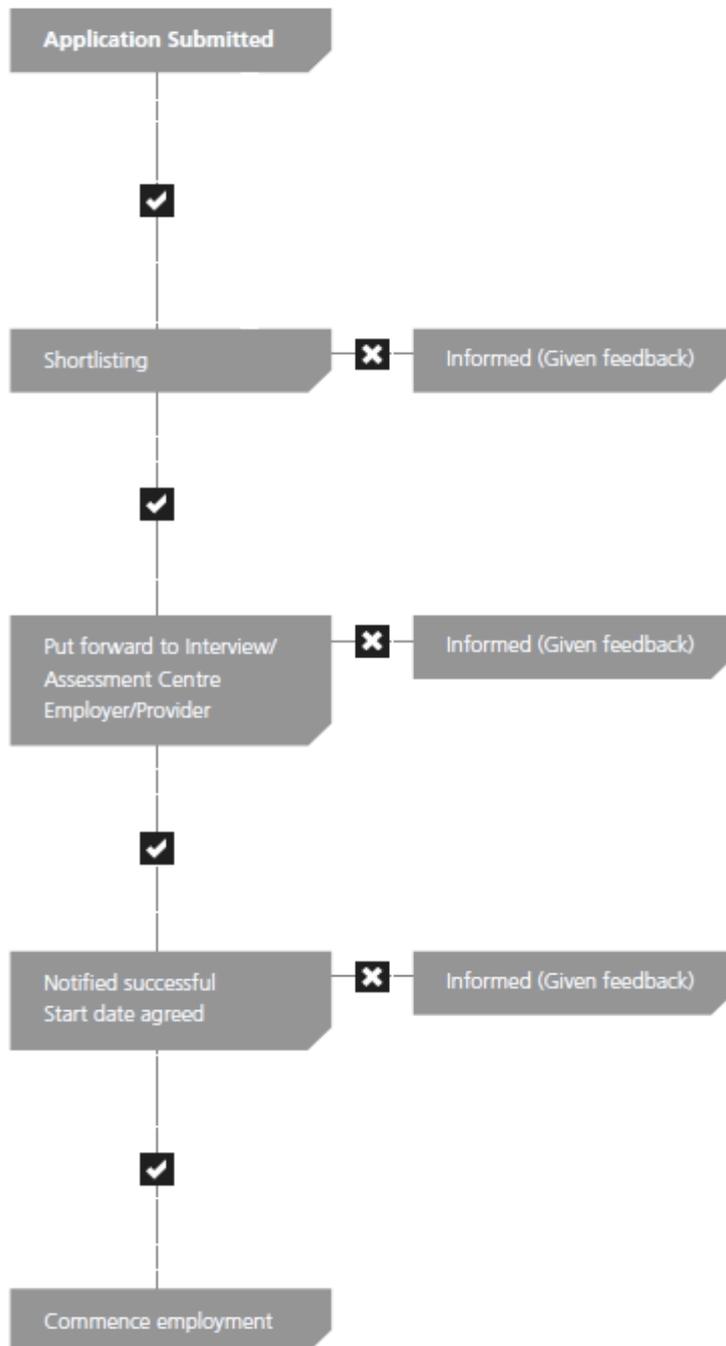
When you find an apprenticeship job advert that you want to apply for, you need to go to the bottom of the job advert and click on **Apply for apprenticeship** at the top right of the advert or at the bottom of the advert.

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](#)

## What happens next?



## What Employers 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"**

## Final Checklist

### 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.