

How to find an Apprenticeship in the Digital Age



Essex County Council

The current career landscape

- The notion of a 'Career' has changed dramatically over the past decade. Today's workforce change their jobs more often than ever before employers can no longer be relied upon to provide life-long employment.
- Today, recruitment has migrated almost completely to the Internet, and social media play an increasingly important part in the recruitment and selection process.
- Need for ongoing training and development. Learning does not stop when you leave full time education.

Self-marketing skills

In this new environment a new set of skills is required. To succeed in the current job market, candidates need to:

- Develop the ability to market themselves effectively to potential employers and others in their industries
- Position themselves and their skills in the best light
- Network online and offline to identify new opportunities before they reach the rest of the market

Developing a Toolkit

- The digital, online world provides a whole new set of tools. LinkedIn, Twitter, Facebook and YouTube, personal websites, blogs and online. In most cases employers are already using these tools to source and research potential employees, unprecedented access to a vast pool of potential employees.
- This is a game from which many job seekers are excluded. Lack of awareness around the image that they are portraying of themselves online, they never make it past the employer's initial search.
- Need for a strong brand to “stand out” from the crowd.

Developing your Personal Brand – the brand called YOU

- Virtually everyone nowadays has some sort of online presence. Google your own name and seeing what it throws up.
- The term ‘Branding’ is borrowed from marketing professionals, but the concept of a Personal Brand has become useful shorthand to describe how you present yourself to the world in the Digital era.
- As the amount of information about us proliferates via the Internet we need to manage the way that this information is presented, so that it provides a consistent and attractive image to potential employers.

10 essential activities for job hunting

1. Produce an action plan
2. Assess your skills and qualities
3. Write / revamp your CV
4. Develop your interview technique
5. Complete an application form
6. Manage your activities
7. Build your network
8. Create an on line presence
9. Work your recruitment channels
10. Improve your employability skills
 - a) Volunteer, Part time work

What is the Hub?

Your CV

- Your Sales Brochure
- People read the first half of the first page
- People are most likely to read it on screen
- Tell people what you have done ...and what you learned doing it!
- Relevance
- What you achieved while you were there
- Even if it is basic, being outcome focused will set you apart

LinkedIn

- Recruiters use LinkedIn as their primary research tool
- Your profile is your personal advert
- Marketing principles apply
- Match your employer's needs with your strengths
- LinkedIn is the 'hub' of your online personal brand
- Organisations have their own LinkedIn pages
- Organisations actively look up potential candidates on LinkedIn

What is the Hub? - Continued

Twitter

- Set up your account to reinforce your Personal Brand
- Follow relevant companies and individuals
- Follow events and conferences
- Use Twitter Hashtags (#) for job searches e.g. #jobs, #jobsearch
- Participate: be active in tweeting and retweeting about your target audience

Facebook

- Manage your Privacy Settings carefully
- Make sure only friends can see your photos
- Make sure only friends can see your posts
- Check what the outside world can see when they access your Facebook page
- Consider using the Facebook app BranchOut (allows users to see which Facebook friends work at specific companies)

For more resources please go to

- <https://nationalcareersservice.direct.gov.uk/Pages/Home.aspx>
- www.jobsite.co.uk
- www.jobs24.co.uk/jobs
- www.monster.co.uk
- www.reed.co.uk
- www.cv-library.co.uk
- www.hays.co.uk
- <http://careers.theguardian.com/careers-blog>
- www.gov.uk/browse/working/finding-job
- www.indeed.co.uk/
- www.thesource.me.uk
- www.notgoing.touni.co.uk

What next?

Good Luck!

For more help please contact **Apprenticeship
Brokerage and Promotion Centre**

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