

RMPENTERPRISE

HOW TO HIRE
APPRENTICES
LOCALLY



Young people who are looking to do apprenticeships often apply to local employers. The location of a scheme or, to be more specific, its proximity to home, is often just as important as the sector and the company.

Hiring locally is also a cost-effective approach to recruiting apprentices. Employers can maximise the ROI of their marketing budget by focusing

attraction strategies on the talent that is more likely to apply - local talent. So, what are the most effective strategies for doing so?

Here are **SIX** marketing activities for you to consider to help you attract top local talent to your apprenticeship schemes...

LOCATION-BASED RETARGETING

Retargeting is a form of online targeted advertising aimed at people who have previously visited a website.

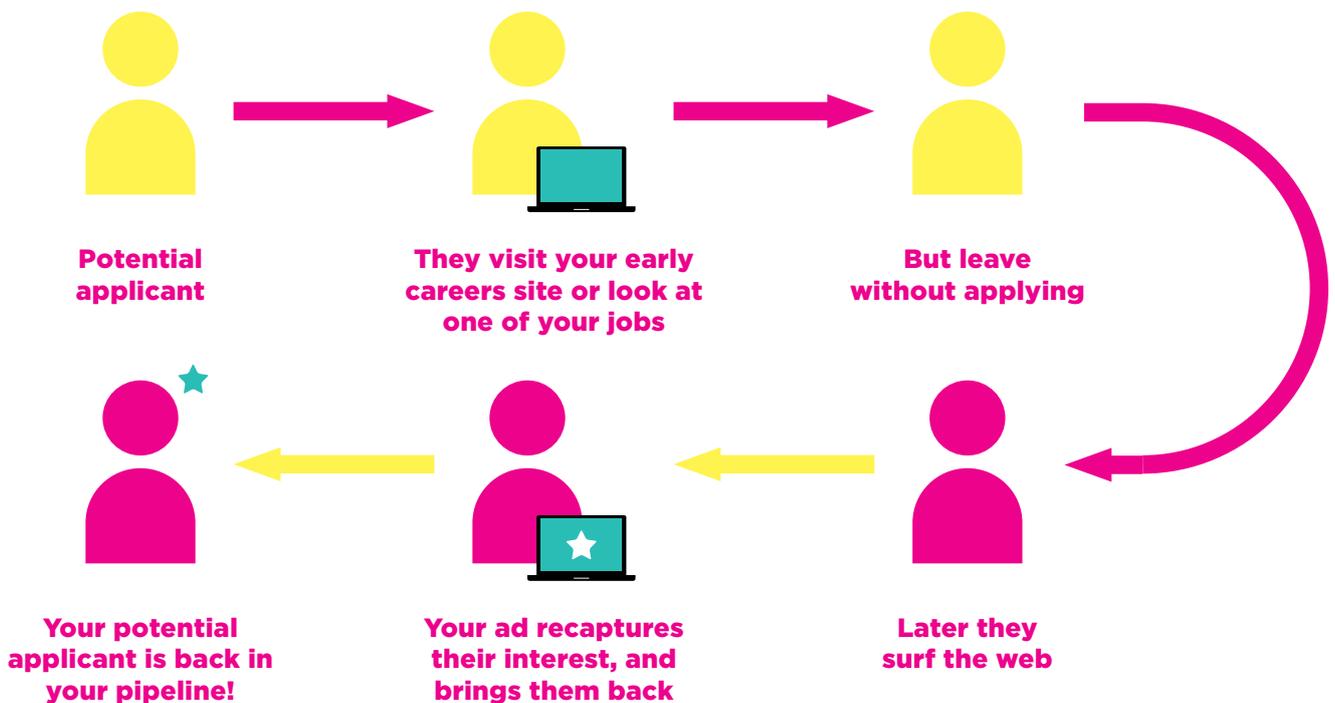
If somebody visits a page and does not convert or follow a call-to-action immediately, an ad will unobtrusively target them when they're browsing other websites they regularly visit. It might appear as a Youtube ad or banner ad on apps and games that they frequently play on their phone. It all depends on your audience.

Just imagine a student is searching for a Level 3 scheme on our jobs board. They view one of your jobs and browse your company profile, but don't apply.

They bounce off the page without exploring any further. Retargeting ensures that this potential applicant isn't lost.

Think of it like a 'keep warm' strategy, keeping your brand front of mind as young people consider all of their options.

These ads can be retargeted by location, thereby focusing your ads on the school and college leavers that have shown an interest in yours, or a competitor's opportunities, within a specific locality in the UK. It also ensures that any budget spent on retargeting is being spent on the audience that is most likely - or is able to - apply.



TARGET BY POSTCODE

Every school and college leaver that signs up to RateMyApprenticeship.co.uk provides their postcode. It's now a required field for all offline and online registrations.

The postcode data allows us to send targeted emails to students based on where they live. A targeted approach like this will ensure you're only advertising your roles to the relevant audience.

A young person in the North West might be interested in your apprenticeships in London, but they are more likely to search for a scheme closer to home. Generation Z tend to be turned off by brands that spam with irrelevant content and jobs they can't apply for due to their location.

A location-based, targeted email campaign will ensure you are engaging with your specific target audience and focusing your budget on the key locations. It will also keep students warmed up to your brand and opportunities in locations you might hire in the future.



BUILD RELATIONSHIPS WITH LOCAL CAREERS ADVISERS

As part of the government's careers strategy, all schools must have a named careers leader; their contact details must also be included on the school's website.

These careers advisers can be a channel for you to promote your apprenticeship schemes to students. They are also the stakeholder to contact if you're looking to organise a careers event or school visit. It's in their interest to build relationships with local employers - especially with companies hiring school and college leavers in their jurisdiction.

Have you thought about promoting your apprenticeships through the Careers & Enterprise Company? 'Enterprise Coordinators' connect schools and colleges with local businesses to help find opportunities for students - they will actively promote your opportunities to headteachers and careers teams.

These are valuable networks to tap into if you're hiring apprentices locally - careers professionals can become powerful advocates of your brand in specific locations.

Think about innovative ways you can interact with your local careers advisers! RateMyApprenticeship.co.uk interact with careers advisers across the UK through sending handy resources including our publication 'A Guide to Career Options'. We also organise annual competitions and attend events specifically for careers advisers - such as the National Career Guidance Show - in key locations across the country.



● LONG-TERM PARTNERSHIPS WITH LOCAL SCHOOLS AND COLLEGES

Building long-term partnerships with schools is crucial for hiring apprentices locally. It's great for brand awareness and a pathway to becoming a household name for local employability.

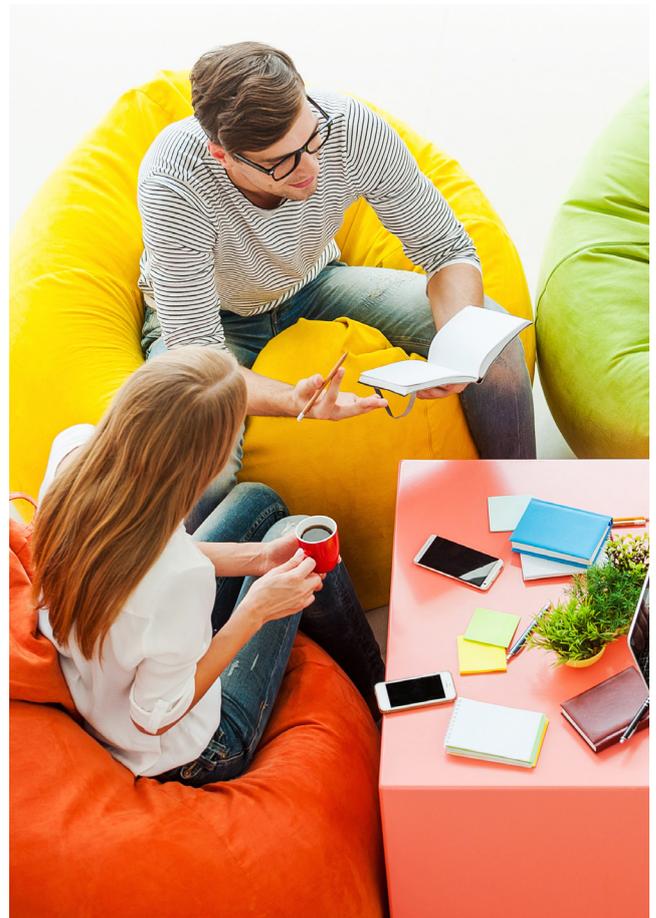
Choose a group of schools and colleges set on a criteria that meets your business goals - in this case it will be location, but it could include schools with students from specific social or ethnic groups.

The key is to have meaningful interactions with students. Handing out branded pens and pencils at a stand offers little value to young people. Organise a workshop, with activities designed to upskill students and educate them about the apprenticeships you offer.

Also consider utilising your current or former apprentices when you visit schools. Young people want to hear from other young people!

If you have a small team, up-skill your staff so that they can run workshops and give presentations on behalf of your company.

The Gatsby Benchmarks are a set of eight frameworks developed by the government to help schools and colleges improve their careers provision. The frameworks include 'meaningful encounters with employers' - schools are on the lookout for employers to partner with. Now is the perfect time to build mutually beneficial partnerships with local schools!



PARENT-SPECIFIC EVENTS

Parents are the most important influencers for young people making career decisions. Mum and Dad are more influential than teachers and careers advisers.* Engaging with parents on a face-to-face, local level is crucial to attracting the best talent in your target location. But how to do so?

Building partnerships with local schools is a way of building a line of communication with these parents.

A parents insight evening, for example, will give your company a platform to meet these most important influencers. It is a chance to educate them, answer their questions directly and promote your brand and the fantastic opportunities you offer.

Also consider organising parent-specific events at your local offices. EY's Parentship is a great example of this; they invited parents and their children to an immersive careers workshop, hosted at EY offices around the UK.

Parents are the key influencers, so invite them in.

**A report by AllAboutResearch asked school leavers who helped them make their career decisions. 78% said it was their parents over teachers (49%) and careers advisers (33%).*



LOCAL AND NATIONAL PRINT PUBLICATIONS

For organisations that hire apprentices across multiple regions, the challenge is promoting their brand to a wide but area-specific audience. Print publications are a tool to do just that.

A Guide to Career Options for School & College Leavers is a publication designed to educate and inspire young people about their post-education opportunities. The Guide is distributed to every school and college in the UK, which means all of the institutions in the regions you are hiring.

“I think it’s a great book and I know that students and parents find it very useful. I am a parent of a child in Year 11 and it really appeals to me and my son; it has been really well received.”

*Sara Bray, Careers Advisor,
Gildredge House School.*

The Guide features RateMyApprenticeship’s Top 100 Employers, based on honest reviews written by apprentices about their schemes. If your organisation is reviewed by ten or more apprentices, you will be eligible for the Top 100 Table and your brand will feature in the guide.

Alongside the Top 100 Table, the Guide spotlights the Top Regional Employers. Regional rankings are vital for local candidate attraction, and are an opportunity to position your company as the best employer in your region.





If your business is looking to hire apprentices in specific regions, your marketing strategy should include both online and offline marketing activities.

Whether it's location-based retargeting or a campaign targeting postcode, a series of workshops at a local school or a parent-specific event - it's better to test these activities and see what works best for you.

RMP Enterprise is the expert in early talent attraction through digital and face-to-face solutions. We are here to help! So, if you want to get your school leaver recruitment off the ground, get in touch!

Email us at:

enquiries@rmpenterprise.co.uk

Call us on:

0203 056 7700

RMPENTERPRISE

We offer digital and face-to-face solutions to ensure employers attract the best early talent.

Over the past ten years, we have helped employers engage with millions of 14-24 year olds across a range of products and services.

★ RATEMYPLACEMENT

RateMyPlacement is the UK's leading jobs board and resource hub for university students searching for undergraduate work experience, including placements, internships and insight days.

3 million visitors a year
50,000 student-written reviews
100,000+ student database

★ ON-CAMPUSPROMOTIONS

On-Campus Promotions helps employers promote their opportunities using a multi-channel approach, including Brand Ambassadors, Campus Events and digital campaigns to engage the best talent from target universities.

Over 900 Brand Ambassadors
45 Campus and Digital campaigns

★ RATEMYAPPRENTICESHIP

Aimed at 14-18 year olds, RateMyApprenticeship.co.uk is the UK's fastest growing website for young people considering apprenticeship and school leaver opportunities.

100,000 visitors each month
15,000 reviews from apprentices
70,000+ student database

∞ RMPCONNECT

RMP Connect's innovative software enables early talent recruiters to engage and convert interested students into hires and measure the effectiveness of their attraction activities.

Create targeted communications
Make data-driven decisions
Improve ROI