

THERE ARE
482,000
ADVERTISING AND
MARKETING JOBS
IN THE UK CREATIVE
ECONOMY

LAST YEAR
MANCHESTER AND LONDON
WERE THE TOP
TWO CITIES FOR
WEB DEVELOPMENT
VACANCIES

FINANCE
MANAGERS AND
DIRECTORS COULD
EARN BETWEEN
£50,000 AND £100,000
A YEAR

Business Services



Apprenticeships in... Available from Levels 2 to 5*

Marketing and Social Media | Accountancy | Business Administration | IT | Team Leader / Management

Careers within this sector

Marketing Executive	Accounts Assistant	IT Helpdesk Support
Personal Assistant	Cashier	Marketing Officer
Finance Assistant	Data Administrator	Accounts Manager
Medical Receptionist	Business Support Officer	Event Manager
Web Technician	Sales Ledger Clerk	Digital Design Assistant



...for an Apprenticeship

"My Apprenticeship offered me great opportunities to explore different directions for my career. Through my Apprenticeship I've been able to start a great career as a Recruitment Consultant."

Levi Sarchet
Ashberry Recruitment

Skills for this industry

Logical thinking

Awareness of current business issues and trends

Knowledge of local and national business

A non-judgemental and positive approach

Good IT skills

Excellent organisational skills

The ability to manage projects and work on your own initiative

Strong communication skills

Employers we work with



APPRENTICESHIP FAQs

What is an Apprenticeship?

An Apprenticeship is a real job with training. You can earn while achieving a nationally recognised qualification linked to your chosen career. Apprenticeships are equivalent to a full-time academic qualification and there are a wide range of areas you can complete an Apprenticeship in. See our subject pages for details.

What are the benefits of an Apprenticeship?

- Earning a salary
- Training in the skills employers want
- Excellent progression opportunities
- Increased future earning potential
- Better long term salary prospects
- Learning at a pace suited to you with the support of a mentor
- Paid holiday

What grades do I need to do an Apprenticeship?

Intermediate Apprenticeship - 4 GCSEs at grade D or above (one of these must be in English or Maths) or equivalent.

Advanced Apprenticeship - 5 GCSEs at grade C or above (one of these must be in English or Maths) or successful completion of an Intermediate Apprenticeship, or equivalent.

These requirements are subject to change and may also differ to meet the needs of the employer. As well as a College interview, progression onto an Apprenticeship is subject to an employer interview.

Don't worry if you didn't get the required grades, we can work with you to find a suitable route on to your Apprenticeship.

How much do I get paid?

All Apprentices receive at least the National Apprenticeship Minimum Wage in the first year, however some employers do choose to pay more.

How many hours a week do I work?

All Apprentices work at least 30 hours a week.

Am I guaranteed a job?

No, however Government data shows that nationally 90% of Apprentices stay in employment after finishing their Apprenticeship, with many staying with the same employer, offering you a real future.

How long will it last?

Apprenticeships typically last for one to four years depending on the area of study. The majority of Apprenticeships last for two years.

What do employers expect from an Apprentice?

All Apprentices are expected to conduct themselves professionally in the workplace and must be conscientious in their work, attendance and timekeeping. Our unique Pre-Apprenticeship support package will help guide you in developing the skills and qualities desired by employers, however a desire to work and further your skills is essential!

What does an Apprenticeship involve?

Training combines off the job study (usually at College) with learning and development in the workplace.

Can an Apprenticeship lead to university?

Yes! A growing number of Apprentices also go onto Higher Apprenticeships to gain degree level qualifications, but without the expense of going to university.