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Skills Funding
Agency

Promoting apprenticeship vacancies

We check all vacancies that are submitted through the recruit an apprentice system to make sure they meet quality standards. There is a comprehensive guide to support providers on [submitting vacancies](#) and we advise all providers to use the information in this document when speaking to employers and supporting them to write a good job description.

Please note the e-shot service offered by NAS is a promotional tool only, to help increase the number of applications, but the interest generated is solely dependent on candidates which the National Apprenticeship Service has no influence over.

Vacancies that offer the apprenticeship national minimum wage often struggle to attract applicants. Apprenticeship vacancies compete in a market where businesses pay higher rates of pay at, or above, the national minimum wage for under 18s. Vacancies that have a higher rate of pay in the short-term often look more attractive to jobseekers.

Submitting e-shot requests to the National Apprenticeship Service

When receiving requests for e-shots to promote vacancies there are several things we consider.

How long has the vacancy been advertised for? (We usually suggest a vacancy should be advertised for a minimum of two weeks for applications.) Vacancies must be advertised for a minimum of two weeks before an e-shot will be considered.

Has the closing date been reviewed?

Is the vacancy on recruit an apprentice appealing to the applicant?

Are all the fields within the vacancy completed so that the candidate is fully aware of the expectations of the role?

Has the vacancy requirements been checked with the employer and are they happy with the content?

Is there enough information about the vacancy?

If the vacancy is in a rural location, are there details and advice regarding transportation arrangements?
Does the salary reflect higher rural costs?

Does the short description of the vacancy / job role encourage a candidate to click on the vacancy to find out more? Is there an appealing / attractive job title?

Is there a competitive salary? Is the wage advertised at the apprentice national minimum wage? Does the wage reflect the occupation salaries? Would the employer be willing to increase the salary of the apprenticeship to attract more candidates?

What are the progression opportunities?

What have you done as a provider to promote the vacancy to potential candidates? Have you contacted previously unsuccessful candidates?

Have you reviewed and managed all applications for this vacancy?

Has the employer undertaken any promotion?

If a vacancy already has multiple applications (for example more than 15 per position) then we will clarify the reason why an e-shot has been requested when the vacancy has already received a good number of applicants.

Have all current applicants been managed in recruit an apprentice?

If your vacancy meets all of the criteria above then please email any e-shot requests to avtraineeships@sfa.bis.gov.uk including the vacancy reference number stating what action you have taken as a provider/employer to promote the vacancy, and the reason why an e-shot is requested.

Once a request has been received, an initial acknowledgement email will be sent within 48 hours. An adviser will then be in touch to clarify any points / confirm that an e-shot will be arranged.

E-shots will be undertaken within 7 working days of your request being accepted however this is subject to business priorities. Please be aware that the National Apprenticeship Service cannot guarantee that all e-shots will be undertaken. All e-shots will be considered on a case by case basis, and subject to resource availability. For example, if volumes of vacancies submitted for approval are high, e-shots will not be prioritised.

Please consider the above time frames when requesting e-shots, minimum notice requests may be turned down subject to resource.

E-shots are usually sent to candidates who have opted in to receive notifications, within a 10 to 15 mile radius of the vacancy postcode.

Only one e-shot per vacancy will be issued, to prevent candidate complaints.

Promoting vacancies through social media

We are happy to promote vacancies on our social media Twitter channel which are really interesting and have good prospects, advertised above the apprenticeship minimum wage.

Only a limited number of vacancies can be promoted through social media, therefore all vacancies are considered on a case by case basis.

If vacancies are selected for promotion on social media they will be scheduled into a planner to be posted within 72 hours. No confirmation of selection or posting for promotion will be issued to the provider / employer. If you have any exciting vacancies that you would like to promote then please email them to: avtraineeships@sfa.bis.gov.uk.

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