**Apprenticeship Application Workshop: Mock Application**

Find an Apprenticeship Job advert that interests you on the [Find an apprenticeship](https://www.gov.uk/apply-apprenticeship) site or use to example on P2.

Write a sample answer to each of these questions. There is a word limit of 4000 characters for each question.

1. **What are your main strengths?**

**Please provide examples of when you've demonstrated your strengths**

1. **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**

1. **What are your hobbies and interests?**

**Remember to include any personal achievements**

**Sample Job Advert:** Digital Marketing & Support Advanced Level Apprenticeship

**In this role, you will be:**

* Working alongside an established Marketing & Support team to assist with the development of an innovative marketing strategy
* Designing and delivering email marketing campaigns
* Updating social media platforms
* Creating, distributing and analysing the results of client surveys
* Cooperating with the development of a strategic marketing plan
* Enhancing brand awareness via digital platform
* Creating & maintaining internal product catalogues
* Creating & maintaining external product catalogues for the public domain
* Assisting in customer review analysis and support queries

**Requirements and prospects: Desired skills**

The ideal candidate will have:

* Innovative
* Excellent communication skills
* Professionalism and enthusiasm
* A keen to learn new technologies
* A high standard of written and spoken English skills and creative mind

**Personal qualities**

* Someone with an enthusiastic, professional attitude and a commitment to learning new skills.

**Qualifications required**

* The ideal candidate will have 5 GCSE Grades (C and above) or equivalent, including Maths and English.

**Future prospects: What happens when I complete my apprenticeship…**

* You will have the opportunity to gain further career progression.

**About the employer: You will be working for…**

* A family run business established since 2009 as one of the UK’s leading ‘All in One’ Business Telecommunications providers. Their success if built on the foundations of delivering ‘World Class’ customer support and product innovation.
* Be part of QA’s 10k in Tech and add yourself to the UK’s tech explosion!

**Your training…**

* Starts with a 12-14 month Digital Marketing apprenticeship, which consists of training in small groups and work-based assessment, covering:
* Search – SEO and PPC
* Design
* Online advertising
* Email marketing
* Social media
* Image and video editing
* You will gain a City & Guilds Level 3 Diploma in Digital Marketing. This fantastic opportunity can potentially lead to you earning £30k in a Digital Marketing role.

**Apprenticeship framework: Social Media and Digital Marketing**