

RMPENTERPRISE

6 SECRETS TO HIRING
**THE BEST SCHOOL
& COLLEGE LEAVER
TALENT**



It's never been more attractive to hire school or college leavers. From being highly cost-effective to filling skills gaps, improving company-wide productivity to increasing diversity; investing in apprenticeship schemes for young people is a brilliant way to resource your business from the bottom up.

Our research indicates that 98% of school leavers would recommend their apprenticeship to a friend, meaning that competition amongst candidates is increasing.

With this in mind, what's the secret to hiring the best school or college leaver talent?

1 IMPROVE YOUR JOB DESCRIPTIONS

When advertising a role, use simple job titles that young people can relate to along with clear language. They will be choosing their future career at this point, so will want to know where your role could lead them in the future. Be sure to include content that gives insights into your company culture, add a salary, specify the exact location of the role, add a list of benefits and the skills the candidates would learn if hired. Be mindful of the language you use when targeting specific audiences. Having informative job descriptions ensure that candidates are fully aware of what you're offering.

2 USE A NICHE JOBS BOARD

Be targeted in your approach by advertising your roles on a jobs board that is dedicated to early talent recruitment, such as [RateMyApprenticeship.co.uk](https://www.ratemyapprenticeship.co.uk). This will ensure that you attract quality candidates to all your apprenticeship schemes and reduce the amount of admin required for sifting through rubbish applications.

3 LOCATION AND SALARY

Young people who choose an apprenticeship aren't looking to relocate for the role, as most live at home with their parents and family. Therefore, it's important to be specific about the location of your schemes, and how you could make it easier for applicants to travel there. Our research shows that 38% of apprentices find travel costs challenging, so offering a competitive salary would make your schemes more attractive to local school leavers. According to reviews left on [RateMyApprenticeship.co.uk](https://www.ratemyapprenticeship.co.uk), the average apprenticeship salary across all schemes and industries for 2017/18 was £17,484 per annum.



38%

**of apprentices
find travel costs
challenging**

4 ADVERTISE AT THE RIGHT TIME

Advertising your apprenticeship roles from September onwards ensures that young people are aware of all of their options in their final year of school or college. The first term of the academic year is a time when students are researching their options, and post the UCAS deadline and mock GCSEs in January is a time when students look to apply. Advertising early puts your company front of mind, ensuring that competitors don't get their hands on the best talent!

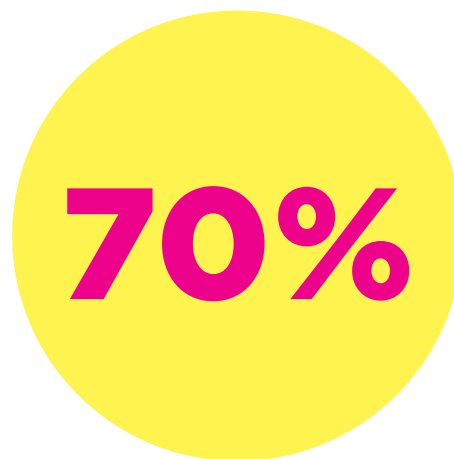
5 USE REVIEWS FOR PROMOTION

According to a Glassdoor survey, 70% of people read reviews before making a career decision. Encourage your school leaver hires to review your brand and schemes on RateMyApprenticeship.co.uk for free! (We even pay a £5 Amazon voucher provided they meet the T&C's.) This will give you an invaluable insight into how to improve your schemes in the future and help prospective candidates find out if you're the right company for them.

Follow our six tips to ensure you hire the best school & college leaver talent for your business.

6 COLLECT DATA FROM STUDENTS

It's essential to provide a positive recruitment experience for candidates. By collecting the data of school leavers at all times of the year who have an interest in your opportunities, you can digitally nurture them over time to ensure they're fully invested in your brand. Using a tool like RMP Connect will automate this process, saving you precious time to attract and engage candidates at the top of your pipeline. This means that when applications open, only the best quality candidates will apply! Plus you'll have an active engaged pool of candidates to dip back into should you have any reneged offers.



of people read reviews before making a career decision

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.

★ RATEMY**PLACEMENT**

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-CAMPUS**PROMOTIONS**

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

★ RATEMY**APPRENTICESHIP**

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

∞ RMP**CONNECT**

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

www.rmpenterprise.co.uk