



We recognise that there is no off-the-shelf method when it comes to apprentice recruitment especially in such a competitive market space. That's why our complete recruitment marketing solutions will give you the edge when it comes to finding, attracting and hiring the best young talent available. Our solutions depend on your recruitment objectives and company culture. Whether you want to recruit apprentices internally or externally we know how to support you when it comes choosing the right communications channels, apprentice on-boarding and online media distribution.

## A tailor made apprentice recruitment solution

### HIT Recruitment Support

Once we have identified your objectives our expert team will support you with:

- A recruitment campaign tailored to your business requirements, locality of vacancies and the personas of the candidates you are looking for
- One point of contact through our recruitment team offering support with your recruitment process from start-to-finish, saving you time and resource
- Flexibility to run your recruitment campaign utilising the highest rated education and sector Job boards in the country. This gives you access to a quality pool of candidates specific for the overall objectives of the campaign
- Access to a range of digital social channels offering a unique platform to raise awareness and interest in your campaign and giving access to real time reporting to measure its success and ROI
- Internal marketing of your apprenticeship programmes tailored around your company brand, values and culture.

### The HIT Recruitment Service

Our service doesn't stop at finding you great candidates:

- We can longlist candidates, arrange assessments and further interviews for those selected and recommend a shortlist supporting your own final interview processes
- Once you have decided which candidate you want to recruit, we will discuss the options for funding your Apprenticeship programme, either through your levy or government funding
- We will then enrol your Apprentice on your Apprenticeship programme where they will be supported by a HIT Trainer Consultant throughout their Apprenticeship
- We learn from the results of the campaign using insight and behavioural patterns of prospective and successful candidates driving efficiency in future campaigns.





“Whatever your particular business needs, HIT will always work as an extension of your team, saving you time, hassle and money ensuring your efforts are highly efficient and provide results.”

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### Campaign Advertising and Media Strategy

We will work with your internal team to construct a campaign strategy based on the AIDA model:

**Awareness | Interest | Desire | Action**

For each stage we will implement specific advertising, media and digital channels using predictive insight. For instance the correct jobs boards, social media platforms and application process for the candidates you are targeting.

#### Your campaign objectives

