

Preparing to Post Open Apprentices Positions

PURPOSE: To provide the company with suggested guidance on posting open apprentices positions. Posting open apprentices positions should follow the same process as posting any other open position within the company, with a few exceptions. Prior to posting apprentices positions, change management may need to occur. Apprenticeship may not have been used in the recent past within the company and/or the apprenticeship the company is proposing is outside of the usual skilled trades area.

Prior to Posting Apprentices Positions – Communicate the Apprenticeship

Responsible Party: HR/Appropriate Department

Apprenticeship has many benefits and is a good way to develop talent from within and outside the factory. Many people associate apprenticeship with a Union, but there are over 1400 occupations that can be apprenticed. Keep this in mind when you are developing a communication plan.

- Identify the unique challenges associated within the company and any challenges associated with the proposed Apprenticeship Program.
- Define your target audience and segment it accordingly.
- Determine your marketing strategy for reaching your priority segment(s).
- Develop your branding and marketing plan, detailing the timing, messaging and medium.
- Determine your community relations plan, defining the target populations and benefits of apprenticeship to this population, and identifying appropriate company actions.
- Select relevant nonconventional marketing avenues to reach a broader audience.
- Describe what an apprenticeship is if this is the first apprenticeship within the company.
- Explain why the company is adopting the apprenticeship model for this position.
- Outline the expectations and benefits of the apprenticeship for:
 - The apprentice
 - Company leadership
 - Company training department
 - Company HR
- Refer to the section on “Branding & Marketing the Program” in the Employer’s Playbook for Building Registered Apprenticeships [Employer’s Playbook for Building Registered Apprenticeships](#).

Posting Apprentices Positions – Posting Apprenticeship Documents

Responsible Party: HR

To be compliant with the Standards of Apprenticeship, the following documents should be clearly posted where ALL employees can see and/or have access to them:

- Apprentice Job Description – When developing apprentice job descriptions, consider the following questions:
 - Is this a new position?
 - Will a new job code and position number need to be created?
 - How does the apprenticeship “flow” into the current career pathways in the organization?
 - Will the apprentice be coming in at a lower pay scale than someone with entry-level experience? If so, how will this be marketed?
- EEO Poster
- Standards of Apprenticeship