



INSTITUTE OF THE  
MOTOR INDUSTRY



# An Insider's Guide to Automotive Apprenticeships

Whether you are only just thinking of applying for an automotive apprenticeship, are midway in the selection process or have been offered an apprenticeship already, you will benefit from the invaluable tips and information in this handy guide.

This guide has been put together in collaboration with Callex UK on behalf of:





# Contents

|    |  |                                            |
|----|--|--------------------------------------------|
| 03 |  | Introduction                               |
| 04 |  | About The Retail Automotive Industry       |
| 05 |  | About The IMI                              |
| 06 |  | Explore Job Roles                          |
| 08 |  | Job Descriptions                           |
| 10 |  | Dealership Departments                     |
| 12 |  | Why Choose An Apprenticeship               |
| 13 |  | Top 5 Apprenticeship Myths                 |
| 16 |  | All You Need To Know About Apprenticeships |
| 18 |  | How To Find An Apprenticeship              |
| 19 |  | The Recruitment Process                    |
| 22 |  | Interview Advice & Guidance                |
| 24 |  | What Next?                                 |
| 25 |  | Career Progression                         |
| 26 |  | Case Studies                               |
| 28 |  | Contact Us                                 |

## Introduction

Welcome to the first steps into the exciting world of the motor industry and apprenticeships!

### WHO IS THIS GUIDE FOR?

This guide has been put together to help all potential apprentices understand their options and find out what to expect, however some of the information relates specifically to apprenticeships in England.

For more details on apprenticeships, not in England, please take a look at the following:

[Apprenticeships in Scotland](#)

[Apprenticeships in Wales](#)

[Apprenticeships in Ireland](#)

### WHAT WILL I LEARN?

This guide has been produced to help you to:

- Gain an insight into the retail automotive industry
- Learn about some of the job roles available
- Make an informed choice about your future
- Understand how an apprenticeship works
- Find apprenticeship vacancies
- Know what to expect during the recruitment process
- Prepare for interviews
- Succeed in your career

# About The Retail Automotive Industry

The retail automotive industry influences everyone from delivering goods on time, to commuters travelling to work and emergency services being able to respond in a crisis. The motor industry helps to keep the country moving.

The industry is a large and complex part of the UK economy employing approximately 3% of the total national workforce. That's around 570,000 people.

## PEOPLE WORKING IN THE RETAIL MOTOR INDUSTRY ARE EMPLOYED IN:

- The selling of cars, lorries, vans and motorcycles to private and business customers
- Servicing and maintaining these vehicles to keep them safe and in working order
- Roadside assistance and vehicle recovery, helping motorists who have broken down or rescuing vehicles from the roadside
- Assisting people that want to rent a vehicle or lease a number of vehicles
- The motorsports sector
- Specialist rapid fit or 'Fast-Fit' outlets that are experts in tyre and exhaust fitting
- Carrying out repairs to bodywork and paint after a crash or damage
- Working in the parts sector, providing components to customers and businesses

A modern industry like the motor industry needs people who have skills in project management, research, finance, insurance, law, administration and marketing.

As people become experienced they can develop their careers by moving into a management role or by adding additional areas of expertise into their job to become for example, an MOT tester.



## About The IMI

The Institute of The Motor Industry (IMI) is the professional body for individuals working in the retail motor industry and the authoritative voice of the retail automotive sector. The IMI's aim is to ensure that the automotive retail sector has a skilled, competent and professional workforce that is fully equipped to keep pace with the demands of new technology and changing markets. A key part of business for manufacturers and dealers is to encourage the best and brightest people to join their business in a variety of roles.

## AUTOCITY

Autocity is the one-stop-shop for impartial careers information and advice from the IMI, specialising in careers within the Retail automotive Industry.

Whether you are a student looking at the options open to you, an individual looking to progress your career, a parent, teacher or careers advisor supporting others to make their career choices, [www.autocity.org.uk](http://www.autocity.org.uk) is the place to start.

With free resources to download, videos to inspire, events to attend, competitions to enter and over 150 different #MotorCareers to choose from, Autocity provides all things automotive!



# Explore Job Roles

In whichever sub-sector of the retail automotive industry your interest lies, it is more than likely that there is a job suited to you within the retail automotive industry.

Based all over the country, in every town, there will be opportunities for employment in the retail automotive industry - almost everywhere has garages selling, servicing, maintaining and repairing vehicles not to mention all the other workplaces related to the sector.

As you know, there are over 150 job roles in the Retail Automotive Industry so to help you understand some of them, on the next few pages you will find information relating to some of the most common job roles for apprentices, together with a list of some of the departments you might come across in a dealership including an explanation of what they are each responsible for.

Have fun exploring the possibilities that working in the retail automotive industry can offer!



# Job Descriptions

With so much to choose from, are you unsure on which career pathway to follow? If so, have a look at the job descriptions below of some of the most popular roles for apprentices. Also, take a look at [www.autocity.org.uk](http://www.autocity.org.uk) for other job roles and a range of video clips with more information.

## SERVICE TECHNICIAN

Technicians are trained in all areas of vehicle mechanics and electronics, from engine and exhaust systems to air conditioning and security features.

Service Technician vacancies are often advertised as Light Vehicle Technicians where 'light' means light vehicles, such as cars and vans up to 3.5 tonnes. You will also see vacancies for Heavy Vehicle Engineers or Technicians, in which case 'heavy' refers to vehicles over 3.5 tonnes, such as trucks.

### DUTIES MAY INCLUDE:

- Servicing vehicles – carrying out routine checks and everyday maintenance
- Repairing and replacing faulty parts and components
- Advising the Service Advisors about required repairs
- Producing time estimates
- Maintaining repair and service records

## SALES EXECUTIVE

Sales Executives or Sales Advisors are responsible for selling new and used vehicles and getting to know their customers.

### DUTIES MAY INCLUDE:

- Meeting with customers to discuss their needs before advising them on the most suitable vehicle
- Arranging test drives
- Negotiating sale and trade-in prices
- Working out finance agreements and packages
- Processing orders and completing paperwork
- Organising vehicle registrations and the delivery of vehicles

## BODY SHOP TECHNICIAN

Body Shop Technicians take care of the repair of vehicles after damage has occurred in an accident. Some Technicians are multi-skilled whereas others specialise in either panel repair (Body Repair/Panel Technician), paint (Refinisher/Paint Technician) or the mechanical and electrical repairs (Mechanical & Electrical Trim Technician/MET Technician).

### DUTIES MAY INCLUDE:

- Assessing damage
- Making decisions on whether to repair or replace panels
- Removing damaged panels and components
- Repairing damaged panels
- Using welding and soldering equipment
- Sanding, masking, etching and priming panels prior to painting
- Selecting, matching and mixing paint
- Checking the finished repairs
- Keeping records of the work carried out

## SERVICE ADVISOR

Service Advisors deal directly with customers and act as a go-between for the customer and the Service Technicians. They will also look after the administrative and customer relations aspects of service department operations.

### DUTIES MAY INCLUDE:

- Interpreting customer concerns and liaising with the Service Technicians
- Booking in and scheduling vehicle services
- Responding to customer requests and liaising with them about any additional work that may be required
- Estimating time and costs associated with repairs
- Handling customer complaints

## PARTS ADVISOR

Parts Advisors are responsible for ordering, selling and managing stock control on a wide range of vehicle parts and accessories.

### DUTIES MAY INCLUDE:

- Advising customers on how to solve a problem with their vehicle
- Taking orders from customers both face to face and over the phone
- Maintaining an ordered stock room and finding parts from stock
- Raising invoices for parts sold
- Ensuring the Technicians have the parts needed to complete their daily work

## BUSINESS ADMINISTRATOR

Administrators handle the day to day tasks in an office to make sure things run smoothly. This sort of work requires a strong sense of responsibility, accuracy and attention to detail.

### YOU COULD FIND YOURSELF WORKING IN ONE OF THE FOLLOWING DEPARTMENTS:

- Sales
- Distribution
- Parts and Service
- Technical Centre
- Accident Repair Centre
- Marketing
- Finance
- Business Development



# Dealership Departments

## SERVICE / BODY SHOP RECEPTION

Technical receptionists deal directly with customers both face to face and over the phone, arranging for the service or repair of their vehicle. Many technical receptionists start out as technicians or have an interest in cars, and use this technical knowledge to explain faults and repairs to customers.

## MAINTENANCE & REPAIR WORKSHOP

Technicians service and maintain vehicles to ensure they are safe and reliable. Using hi tech equipment to diagnose and locate faults they replace work or faulty components or carry out routine service and maintenance to keep the vehicle operating at its optimum performance. There may also be technicians who work in specialist areas such as vehicle electronics or MOT testing.

## BODY REPAIR WORKSHOP

With thousands of vehicles involved in scrapes every day, the work of the body repair technician combined with the vehicle refinisher ensures the customer is kept happy by returning their vehicle to them restored to a new condition. This involves replacing panels and adopting many unique techniques to straighten damaged bodywork and prepare surfaces before ensuring the paint is perfectly matched to the original colour.

## PARTS DEPARTMENT

Parts operatives carry out a vital task in a dealership making sure that the correct parts and components are available at the right time; keeping the vehicle in the workshop for the minimum time possible. Combining administration skills with sophisticated IT systems the parts department ensures that stocks of parts are easily identified and located. Many parts departments also sell parts and accessories directly to the public demanding different skills and abilities such as handling cash.

## SALES DEPARTMENT

The sales department is usually where most of the general public first become involved with a dealership and creating the right impression is important. Buying a car is often the second largest purchase a person makes, after buying a house, so making the right choice is extremely important. Sales Executives use their knowledge of the vehicle range to provide help and advice to customers allowing them to choose the best option for them. Accurate paperwork is also important for the sales department and many use dedicated computer software packages to assist with processing sales orders.

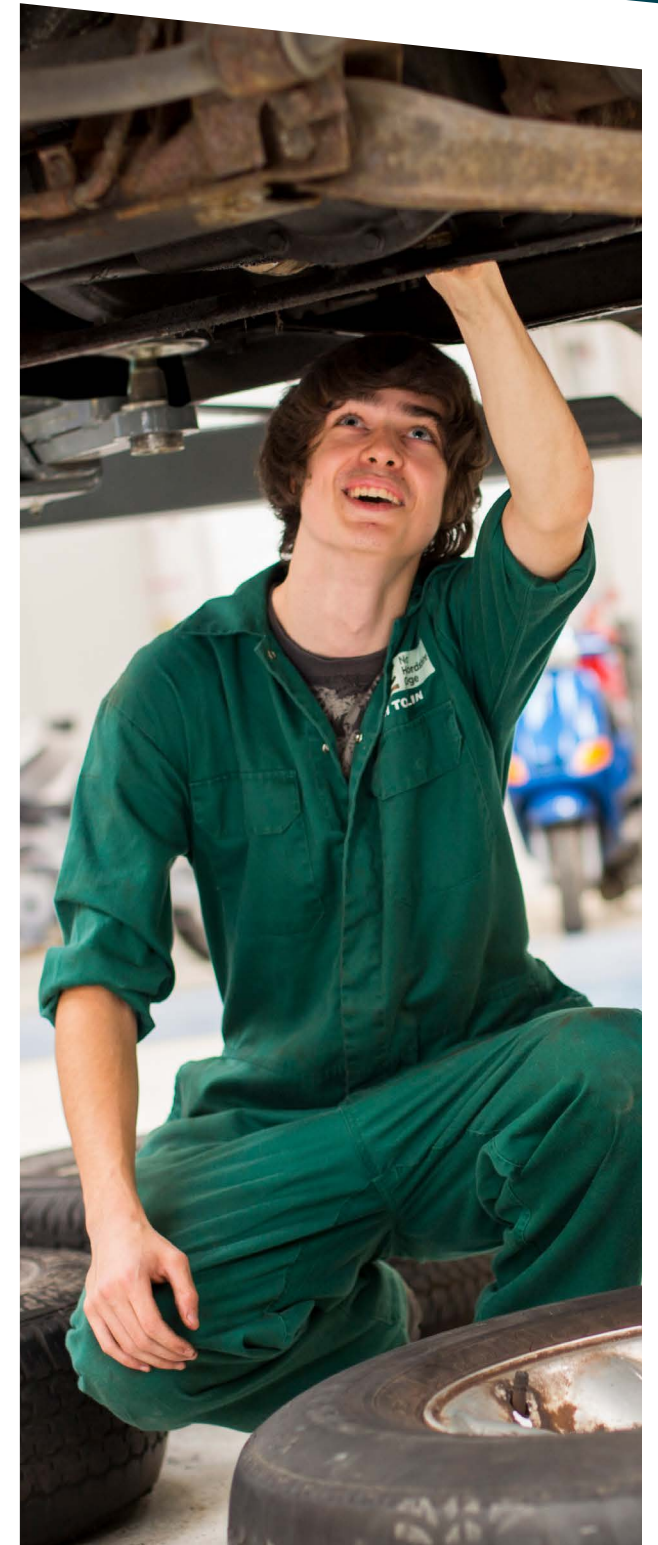
## BUSINESS ADMINISTRATION

No dealership can run without good administration; from accountants to human resources, they keep the flow of documentation moving and records of vehicles, customers and staff are kept accurate and up to date. A large dealership will receive hundreds of forms, letters, bills and payments from suppliers, customers and manufacturers every day, all of which need to be directed to the relevant department or recorded and filed appropriately.

Opportunities for apprenticeships also exist in smaller, independent garages who many not have all of these departments.

These garages are usually privately owned and not directly linked to a specific manufacturer. This means that the people who work in them need to have a wide range of skills and knowledge as they will work on all types of vehicles.

The body repair industry also has many independent workshops where a variety of accident damaged vehicles are repaired and painted. Some concentrate on older vehicles, restoring classic cars, while others are experts at customising vehicles for special use. All of these areas require very specific skills and abilities.



# Why Choose an Apprenticeship

Over the last decade or so, it seems that everyone has been focused on getting students into university, while apprenticeships, including those in the retail automotive industry, have been under-appreciated.

However, apprenticeships are actually highly desirable to young people for a variety of reasons and are also rapidly gaining in popularity with their influencers.

## AS AN APPRENTICE YOU WILL:

- Begin following a career path while others remain in education
- Be paid to study, resulting in no student debt
- Work alongside professionals every day
- Learn skills that are not taught in the classroom
- Make useful contacts for the future
- Achieve a qualification or apprenticeship certificate
- Gain experience, helping with later employment if needed
- Become a valuable employee

In fact, an apprenticeship is the perfect way to get onto the career ladder of your choice whilst still learning. You will get specific training to help you learn all about the industry and the particular job role you have chosen.

## Top 5 Apprenticeship Myths

1

### APPRENTICESHIPS ARE NOT REAL JOBS

An apprenticeship is most definitely a real job and as an apprentice you will receive the same benefits as other employees working for the organization.

2

### APPRENTICESHIPS ARE JUST FOR MANUAL WORK

An apprenticeship can be for almost any job role from Business Administration, Sales Executive or Parts Advisor to a Refinisher, Body Repair Technician or Service Technician.

3

### APPRENTICESHIPS ARE CHEAP LABOR

An apprenticeship is actually FREE education plus a salary and just like other jobs there is a fixed National Minimum Wage specifically for apprentices.

4

### APPRENTICESHIPS ARE ONLY FOR SCHOOL LEAVERS

There is no age limit for an apprentice and employers can even transfer an existing employee on to an apprenticeship to enable them to become fully qualified.

5

### APPRENTICESHIPS ARE FOR THOSE WHO DIDN'T DO WELL AT SCHOOL

Apprentices generally need the same GCSE qualifications as someone going on to study A Levels in 6th Form or a Level 3 qualification at college – being successful is just as hard too.







# All You Need To Know About Apprenticeships

Please note that many of the following questions and answers relate specifically to apprenticeships in England.

However, for full details of apprenticeships in Scotland, Ireland and Wales please take a look at the following:

[Apprenticeships in Scotland](#)

[Apprenticeships in Wales](#)

[Apprenticeships in Ireland](#)

## WHAT IS AN APPRENTICESHIP?

An apprenticeship is paid employment combined with structured training in a specific field.

An apprenticeship will give a broad understanding of the industry and the workplace whilst learning and gaining a qualification within an Apprenticeship Framework. However, for an Apprenticeship Standard (England only) the completion of a successful apprenticeship instead leads to an Apprenticeship Certificate.

## WHO IS AN APPRENTICESHIP SUITABLE FOR?

To start an apprenticeship in England you must be:

- Minimum 16 years of age
- Not in full time education - however you can submit your application whilst still at school
- Living in England

## HOW LONG IS AN APPRENTICESHIP?

The duration of an apprenticeship can be between one to four years. An apprenticeship agreement will be signed by you, the employer and the college/training provider to clarify this before the start of an apprenticeship.

## WHEN DO APPRENTICESHIPS START?

While many new apprentices start between May and September each year, employers are actually recruiting and starting their new recruits all year round.

## WHAT QUALIFICATION LEVEL IS AN APPRENTICESHIP?

Apprenticeships are available at various levels:

- Intermediate Level Apprenticeship = Level 2 qualifications (eg GCSEs or Scottish Nationals)
- Advanced Level Apprenticeship = Level 3 qualifications (eg A Levels, BTECs or Scottish Highers)
- Higher Level Apprenticeship = Minimum Level 4 qualifications (HNC/D, Foundation Degree or beyond)

## WHAT QUALIFICATIONS WOULD I NEED?

Most employers will require you to have, or be predicted to achieve, a minimum of 5 x GCSEs (or equivalent) at grade A\* to C/9 to 4 including English and Maths. Some will also look for an ICT qualification.

## WHAT SKILLS AND PERSONAL QUALITIES ARE EMPLOYERS LOOKING FOR?

Competition for apprenticeships can be fierce so it's not all about qualifications – employers also look for candidates to demonstrate other skills and personal qualities.

Recruiters will be trying to identify people that are excited by the prospect of working for them, have a passion for the industry and who stand out from the crowd.

The key behaviors which will be assessed during the recruitment process include:

- A willingness to learn
- Ambition
- Motivation
- Team working
- Problem solving ability
- Personal responsibility

## HOW AND WHERE WOULD I TRAIN?

Day to day you will learn 'on the job' with your employer and then 'off the job' training will either be through day release at your local college or block release with a national training provider, many of who have state-of-the-art workshops and training facilities.

When attending block release training expect this to be for between five and eight weeks per year. This may involve staying away from home to attend a National Training Centre where you will be very well looked after.

You will be assessed throughout the year by your tutor and employer – you may also be assigned a workplace mentor to support your learning.

## HOW MUCH WILL I BE PAID?

Apprentices are paid as per the Apprentice National Minimum Wage, set by the government – this is currently

£3.50 per hour (rising to £3.70 per hour in April 2018) for those under 19 years of age or aged 19+ and in the first year of an apprenticeship.

For apprentices aged 19+, and not in their first year of an apprenticeship, the National Minimum Wage for their age will be paid. This currently ranges from £5.60 - £7.50 per hour, rising to £5.90 - £7.83 per hour in April 2018.

As an apprentice you must be paid for your normal working hours plus the time that is spent training. In addition you will get at least 20 days paid holiday per year, plus bank holidays.

Some employers may offer more than the minimum hourly rate and may also fund other expenses such as travel, food and accommodation whilst on block release training.

## WHAT OTHER SUPPORT WILL I RECEIVE?

If you are between 16 and 24 years of age and studying an IMI qualification or on an Apprentice Standard, you will be entitled to join the Institute of the Motor Industry as a Student Member. Registering as a [Student Member](#) is really simple to do and is free of charge.

The IMI will then provide you with regular updates and discounts as well as offering you student specific events and opportunities. On top of that you will also gain access to a web based platform aimed at supporting you throughout your apprenticeship.

Alternatively if you are 25+ or studying a related qualification from another training provider you could join the Institute of the Motor Industry as an [Affiliate member](#).

## WILL I BE CLASSED A STUDENT?

Yes, you will be classified as a student until the end of your apprenticeship and will be eligible to apply for an NUS card and receive many other student benefits.

# How to Find an Apprenticeship

There are a number of ways to search for an apprenticeship including making direct contact with potential employers. A list of potential employers is available to download via Autocity's [teaching resources](#).

However you can also search independently for current apprenticeship vacancies through the [National Apprenticeship Service](#) and of course, the IMI's own job search website [IMI Auto Jobs](#). There are also some further links to be found on the [Autocity](#) website.

An apprenticeship management organisation or a national automotive training provider will offer vacancies and provide support to potential candidates too.

In addition local colleges can assist you to find a suitable apprenticeship vacancy. As a first step you could attend an open Careers/Apprenticeship event, look on their website or make an appointment to meet with an advisor.



## The Recruitment Process

The recruitment and selection process for apprenticeships is designed to be as simple, fair and supportive as possible. It will ensure you are given every opportunity to impress, ask those burning questions and to allow the recruiters to understand your strengths and suitability for the role.

Below you will see some steps as to what to expect, but this will of course vary from one employer to another.

### STEP 1 – INITIAL APPLICATION

Some job vacancy advertisements allow you to submit your CV while others ask you to complete an online application form.

This is the first opportunity for you to tell the recruiters a bit about yourself. This will require you to give them details about your qualifications and any work experience you may have. Remember to include details of any hobbies, interests or activities you take part in that would demonstrate the key behaviours mentioned earlier.

★ **TOP TIP** Take your time with your CV or application form, double-checking it for spelling and grammar accuracy. Definitely ask a parent or guardian to read through it for you!

### STEP 2 – ASSESSMENT

If you meet the eligibility requirements for the job you may be invited to participate in an assessment to measure your current working level. Typically these will be Maths, English and ICT based and should last no more than 20 minutes each.

Automotive employers also use Mechanical Comprehension Assessments\* for potential Technicians (see below for example questions). You will either be sent a link to complete these online or alternatively you could be invited to attend an assessment day at a college.

★ **TOP TIP** If completing the assessment online, make yourself comfortable by sitting down to do this in an environment where you won't be distracted. As the sessions will be timed, be sure to allow enough time to complete all of the questions. Also, make sure you read all of the questions properly.



### STEP 3 – TELEPHONE INTERVIEW

Candidates that successfully complete the online assessments are likely to be invited to participate in a short telephone interview.

This is an opportunity for recruiters to assess you further, get to know you and for you to

get to know them by asking any questions you may have. For guidance on telephone interviews please read the next section.

★ **TOP TIP** Be sure to do your research on the apprenticeship role and the company itself before the telephone call – you could also prepare a question or two to ask. Finally, relax and be yourself.

### STEP 4 – FACE TO FACE INTERVIEW

This is your chance to meet with your potential new employer. You will visit the workplace and sit down with them to discuss the opportunity in more detail.

It is also your turn to learn all about the employer and the apprenticeship on offer, whilst they will use this time to find out even more about you and why you want to work for them. For advice on face to face interviews please read the next section.

★ **TOP TIP** Show them how enthusiastic you are about the opportunity of an apprenticeship with their organisation. Present yourself in a professional way and demonstrate that you would be a great addition to their team.

## STEP 5 – DECISION

The recruiters will then decide on your suitability for the position along with the other candidates.

The outcome should then be communicated to you soon after – **Good luck!**

## \*Mechanical Comprehension Assessment

A Mechanical Comprehension Assessment is designed to test your basic mechanical knowledge which is important to know when you are applying for an apprenticeship in a job role that relies on mechanical skills.

### EXAMPLE QUESTIONS

A car travels along a high speed right hand bend. Which tyre would generate the greatest heat?

- A Tyre A
- B Tyre B
- C Tyre C
- D Tyre D

If the crankshaft pulley rotates at 3000 rpm how will the alternator pulley turn?

- A Clockwise, faster
- B Anti-clockwise, faster
- C Clockwise, slower
- D Anti-clockwise, slower

# Interview Advice & Guidance

## TELEPHONE INTERVIEWS

Telephone interviews are an important part of the recruitment process.

If you reach this stage in the process you are doing really well as not all applicants will reach this stage. It's important that if you do, you know what to expect.

### BE PREPARED

The telephone interview will likely last 10-15 minutes and although you will not need to prepare anything in advance, it may help if you have a think about how you will answer some of the more typical questions and maybe also think of something you could ask.

### TYPICAL QUESTIONS

*Why have you applied for this position?*

*What has encouraged you to want to work in the motor industry?*

*What ambitions do you have for your future career?*

You should also make sure you are ready to take the call at the agreed time, have sufficient battery life in your phone and are in a suitable environment where you won't be disturbed and there won't be too much background noise.

Show your enthusiasm and demonstrate that they have an opportunity you are keen to pursue.

Research the role, read the job description and take a look at the employer's website.

### REMEMBER

This is a great opportunity for you to tell them why you are a perfect fit for the role and to ask them any questions. Try to speak clearly and concisely, expand on your answers as best you can but don't waffle.

### NEXT STEPS

Hopefully you will reach the next step of a face to face interview!

## FACE TO FACE INTERVIEWS

One of the final stages in your application process is a face to face interview – this is likely to be with an apprenticeship manager, department manager, garage owner or dealership and will probably be held where you could soon be working.

This could be the first and only time you will meet your potential manager or mentor prior to them making a final decision, so it is critical that you are prepared. So what can you do?

### RESEARCH

You don't need to be an expert but you should make sure you know some important information about the brand (if applicable), the company you would be working for, the job role and how an apprenticeship works.

### PRACTICE

Although you won't know what format the interview will follow there are some questions that you can almost guarantee you will be asked. Ask a friend or relative to help you by asking you the questions below – you can then practice your answers, remembering to show your enthusiasm.

*Why do you want to become an apprentice?*

*Why do you want to be a Parts Advisor (or other)?*

*Do you know what a Parts Advisor (or other) does day-to-day?*

*Can you tell me what you know about our company?*

If you have prepared some questions for the interviewer, don't feel like you have to keep them all until the end. Asking relevant questions during the interview will make the experience feel less like an interrogation and more like a conversation which can demonstrate good communication skills. However, make sure you also listen well, don't interrupt or go off topic!

You may wish to ask about how other apprentices are getting on, whether other apprentices have progressed their careers with them or what it's like to work there.

### LOOK THE PART

Appearances shouldn't matter but it's a plain fact that you are often judged before you've even uttered a word.

Make sure your shoes are polished, your clothes are appropriate and fit correctly and that any accessories are suitable. Dressing above the level of the job you are applying for shows you are looking to succeed. For more details on [workplace dress codes](#) search the blog posts on [www.autocity.org.uk](http://www.autocity.org.uk)

### STAY CALM

If you are prepared then staying calm and in control is so much easier. Get everything ready the night before, including making sure you have planned your route and allow extra time for any unexpected delays and so that you arrive 10 minutes earlier than your interview time.

### SHOW YOUR ENTHUSIASM

The opportunity of an apprenticeship with the company should excite you so show the employer that you are enthusiastic. Remember to smile, shake them firmly by the hand and talk positively about the future. You need to convince your interviewer that you are right for the role and that you'll work hard towards achieving your goals with them.

### BE YOURSELF

Do not pretend to be someone you aren't – if you are going to work with them every day and every week you need to be yourself. If the interviewer makes small talk, feel free to jump on the opportunity and engage in the conversation – it can be a good way to get to know each other.

You can also find help with creating your CV and perfecting your interview technique in our downloadable [Employability Toolkit](#).

### GOOD LUCK!



# What Next?

Once the employer has seen all the candidates you should be informed of the outcome of your application within a few days, unless the employer has told you otherwise.

Hopefully you will have achieved your goal and it will be an offer of employment. Congratulations - you have the apprenticeship in the bag!

You will then receive several documents by email or post including contracts which will all need reading, signing and returning in order for you to formally accept the offer. You will also be given details of how your training will work and that all-important start date.

However, if you are unsuccessful don't be afraid to ask for feedback. Obviously not everyone who applies for the position can be offered an apprenticeship and there will be other opportunities, however any feedback you receive will be useful and will help you to prepare for next time.

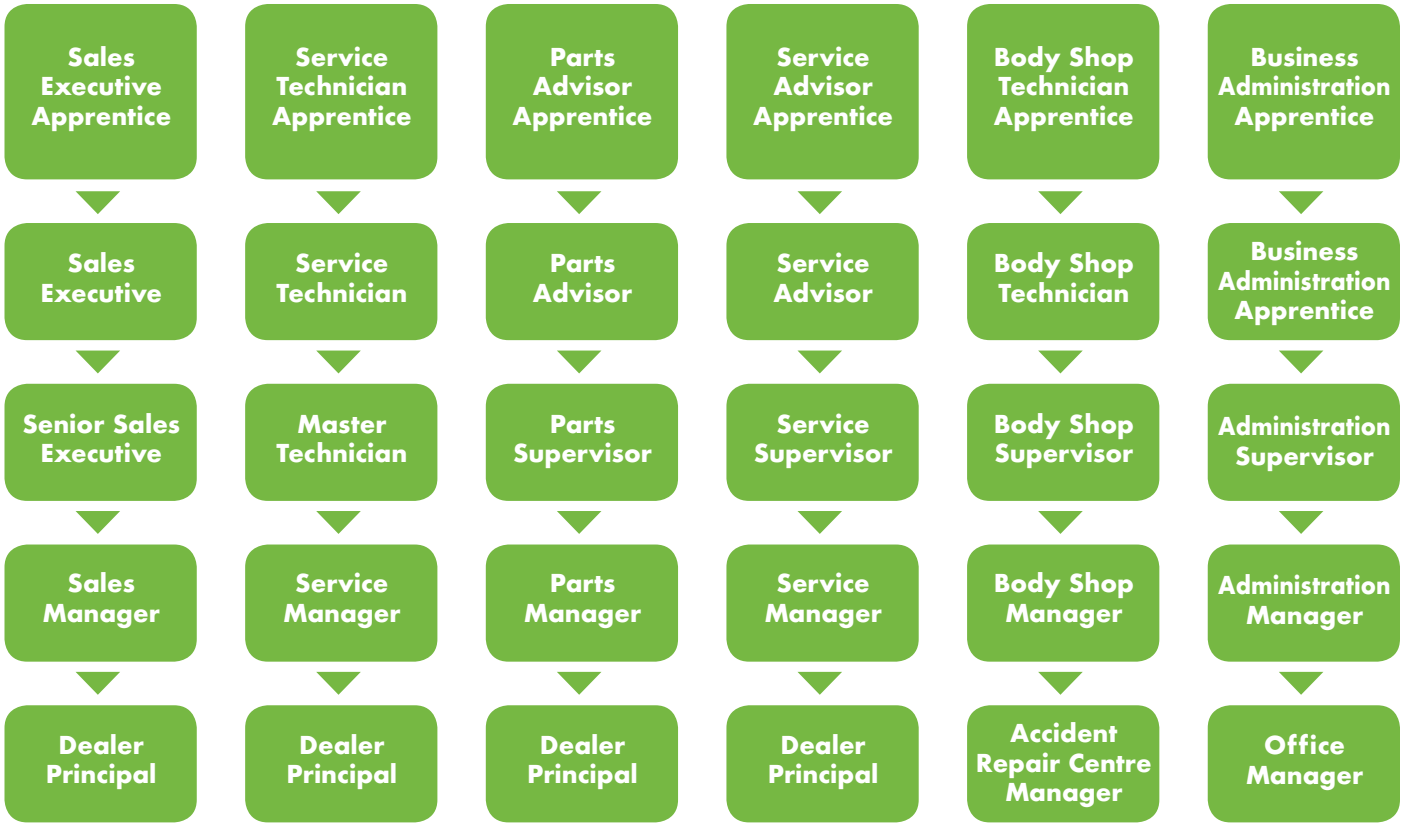
Also, do not be afraid to decline an offer if you decide that the role, employer or opportunity just isn't right. Don't feel you have wasted anyone's time, including your own, as at the very least you will have learnt how to succeed in the recruitment process and will have discovered what you do NOT want. You will no doubt soon move on to finding something which is perfect for you.



# Career Progression

An apprenticeship programme is an excellent way for employers to ensure that they have high quality employees working for them. Employers generally recruit apprentices who show ambition and who work hard to achieve their potential. Ideally, they want you to take ownership of your own development and grow with them.

## HERE ARE A FEW EXAMPLES OF WHERE YOUR APPRENTICESHIP COULD LEAD...



Whichever career pathway you choose, there is always scope for progression to the top.

Although a permanent position is not guaranteed, at the end of an apprenticeship a high percentage of apprentices are successful in being offered a full time role and continue to climb the career ladder with their existing employer.

# Case Studies

Hear from Calayse and Harry who recently began working as apprentices in the retail automotive industry...

For many more inspiring stories and interviews with apprentices check out the [IMI #MotorCareers Video Channel on Vimeo](#).

## NAME:

Calayse Higerson

## APPRENTICESHIP:

Business Administration  
Level 2 & 3

## EMPLOYER:

PSA Group Head Office,  
Coventry

## WHY DID YOU WANT TO BECOME AN APPRENTICE?

I wanted to study digital marketing before researching the apprenticeship with PSA. The Business Administration apprenticeship with PSA included a chance to work in marketing and I felt learning from such a well-known and professional company would be a great opportunity.

## WHAT WAS THE RECRUITMENT AND SELECTION PROCESS LIKE?

It was very supportive and the team responded quickly to my application. The process was tough but it was worthwhile.

## WHAT ARE YOUR AMBITIONS ON COMPLETION OF THE APPRENTICESHIP?

I would like to secure a full time job doing something I love.

## NAME:

Harry Lewis

## APPRENTICESHIP:

Motor Vehicle Standard  
Level 3

## EMPLOYER:

Stoneacre Citroën,  
Wrexham

## WHAT INSPIRED YOU TO WORK IN THE MOTOR INDUSTRY?

I've always been into cars and when I am not at work I am in the workshop with my friends messing about with cars.

## HOW DID YOU DECIDE ON WHICH APPRENTICESHIP TO TAKE?

I have always wanted to work for a prestige company and this apprenticeship allows me to fulfil my ambition of working with and fixing vehicles.

## WHAT KIND OF SUPPORT HAVE YOU HAD FROM YOUR EMPLOYER?

At my dealer I am able to speak to either my mentor or the Service Manager whenever I need to, so I know someone will always be available to support me.

## WHAT ARE YOUR AMBITIONS ON COMPLETION OF THE APPRENTICESHIP?

In 3 years I want to have completed my apprenticeship and become a qualified Service Technician. I will then work towards my Master Technician qualification.



Please contact the IMI Careers Team with any questions, queries or feedback you may have.

Email: **careers@theimi.org.uk**

Telephone: **01992 511521**

Also published by the IMI Careers Team:

- **Employability Toolkit**
- **Work Experience Toolkit**
- **#MotorCareers Parents' Guide**
- **Lesson Plans – Maths, Literacy, ICT and Business Studies**
- **Fun Activities**
- **Competition Posters & Workbooks**
- **Careers Pathway Maps**

To download these resources free of charge please visit

**[www.autocity.org.uk](http://www.autocity.org.uk)**