



Apprenticeships in Scotland

NUMBER ONE FOR YOUTH RECRUITMENT

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Royal Air Force
Candidate Attraction
& Brand Awareness Proposal



Apprenticeships in Scotland

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1. Understanding the requirements

Apprenticeships in Scotland (AiS) will support The Royal Air Force Apprenticeship Programme with candidate attraction and brand awareness targeting Scotland's young audience and their career influencers. In 2017 The Royal Air Force will be recruiting in multiple locations throughout Scotland across all of their business areas. Candidate numbers are currently TBC but they are looking at running an ongoing campaign to promote the opportunities and raise brand awareness amongst the 16-24 youth labour market.

AiS would like to propose the following to support the Royal Air Force in fulfilling their apprenticeship recruitment targets in Scotland for 2017-2018. Prices are broken down in full in this proposal and our media pack provides a visual representation of the campaign elements mentioned.

1.1 Apprenticeships in Scotland - Early Careers Candidate Attraction Solution

AiS is a niche youth labour market candidate attraction service and job board launched in 2009. It is Scotland's only dedicated youth vacancy handling service, specialising in youth recruitment for 16-24 year olds. The service is a successful proven formula for recruiters. We work with employers and training providers across Scotland, by helping them take advantage of our trusted digital distribution channels which reach every school, college and careers centre across all 32 local authority areas. We host an ever-growing community of young people, teachers, careers advisers, job centre staff and sector professionals on our network and subscriber database.

The site has a top page rank across multiple search engines for the keywords relating to "Apprenticeships in Scotland" and currently achieves over 170,000-page views per month. We also generate 25,000 monthly website hits from young people from all around Scotland who access our site regularly and apply for the listed opportunities. We have a community of over 14,000 young people who are subscribers to our weekly update featuring the latest news and opportunities in the Scottish youth labour market.

1.2 Expertise and Added Value

Career Studio's ApprenticeshipsInScotland.com was launched in January 2009 by two experienced careers advisers and has built a reputation as Scotland's national vacancy handling service for Apprenticeship and Training opportunities for young people aged 16-24. Over the last 7 years we have built up an impressive client list, all of which return to use the service again. Career Studio has traded since 2007 and has developed specialist expertise in Scotland in career, education and training related content development and are able to self-direct when necessary to achieve ideal key outcomes in the youth labour market as per brief. We are fully insured and operate to a code of ethical principles as laid down by the Career Development Institute, the UK's governing body for the careers community. We take personal information seriously and are registered data controllers with the Information Commission.

2. Proposed deliverables and costs

Elements	Rate Card Price	Premium	Enhanced	Basic
Unlimited branded opportunity listings, within our fair usage policy.	£14,250 (based on 150 listings at £95 per listing)	✓	✓	✓
Continuous home page coverage – Home page campaign banner advert, Feature logo on home page roller bar or spotlight feature	£4800 (12 months at £400 per month)	✓	✓	✓
2x Featured Vacancies on the home page per month	£3600 (12 months at £300 per month)	✓	✓	
Sector Sponsorship	£3000 (12 months at £250 per month)	✓		
Dedicated LEA area activity	£2000 (Up to 20 LEA areas/occasions throughout the year at £100 per LEA)	✓		
Direct HTML Mailshots	£1200 (Up to 12 occasions at £100 per mailshot)	✓		
Youth marketing activity. Including subscribers, social media and news	£1800 (12 months at £150 per month)	✓	✓	✓
Account Management including monthly ROI reporting and phone call	included	✓	✓	✓
	Rate Card Subtotal	£30,650	£24,450	£20,850
	Less partner multiples discount	-£18,650	-£14,450	-£12,850
	Total	£12,000	£10,000	£8,000
	Total per month	£1000	£833.33	£666.66

We propose **12 equal monthly payments**. There are no hidden extras and costs quoted include all design, development and drafting. **VAT is applicable**. All services can be activated within one business day. The contract can be discontinued at any stage during the year; AiS will require 30-days notification of any cancellation.

3. Elements Explained

Unlimited Royal Air Force branded opportunity listings, within our [fair usage policy](#). Live vacancies can be amended at any time and assistance can be provided with listing layout/wording enquiries when necessary. Weekly refreshing of vacancies sent through to AiS to ensure that the advertised listings are up to date.

Continuous home page coverage – Home page campaign banner advert (header, footer or sidebar), featured advertisement on the home page roller bar and spotlight advertisement feature. Ensure homepage coverage for Royal Air Force opportunities at all times through a banner, news/vacancy advertisement and featured opportunities.

Featured Vacancies – Home page and Sector page of choice. Up to 2 featured vacancies which remain static on the homepage of the website as well as the designated sector. Featured vacancies can be changed at any time.

Sector Sponsorship of Choice – The Royal Air Force can sponsor a sector of choice (apart from IT & Financial Services) for the 2017 contractual period. Sector sponsorship includes a campaign banner, featured vacancy listings, spotlight advertisements and selected promotional video.

Dedicated LEA area activity - More support to be given to harder to reach areas via dedicated Local Area Authority activity. Up to 20 occasions of use included within contract term. There will be communication of The Royal Air Force opportunities with partners including Job Centre Plus, Careers network, schools and colleges via this activity.

Direct HTML Mailshots – Utilising AiS' email marketing channel of more than 14,100 subscribers with The Royal Air Force specific HTML mailshots. Up to 12 HTML mailshots to be included in this contract (1x per month).

Youth marketing activity – Continued promotion of The Royal Air Force opportunities through the subscriber update, social media marketing and news on the AiS Website.

- **Fortnightly subscriber update** – This is sent to over 14,000 people made up of predominantly 16-24 year olds as well as careers advisors, schools and parents. AiS will include The Royal Air Force content in each edition.
- **Social Media marketing** – Marketing of The Royal Air Force opportunities via Facebook and Twitter channels. Work with The Royal Air Force to ensure the content being relayed is up to date, regularly refreshed and consistent with The Royal Air Force campaigns. Scheduling TBC.

- **News** – The Royal Air Force News features can be added to the AiS website on a regular basis. These can be blog items, press releases or event information.

Account Management – The Royal Air Force will receive a dedicated Account Manager who will be on hand Monday to Friday, 9am – 5pm to deal with any issues, queries or requests. The Account Manager will prepare monthly return on investment reports which will cover feedback on campaign elements used. AiS advise scheduling a monthly phone call to discuss the upcoming month ahead, ROI report and any other issues arising to ensure that The Royal Air Force are getting the best service possible.

Optional extras

- Additional services outside of what has been designated in the contract. For example, additional HTML mailshots or homepage advertisements. These can be added for the rate card price.

4. Suggested Next Steps

We welcome any questions or suggestions you may have regarding this proposal. We would be delighted to provide additional information on how we can help The Royal Air Force have the quality of response that they require.

We can be contacted on **01334 844860**, or email team@apprenticeshipsinscotland.com.

Conditions of Acceptance

All advertisements are accepted conditionally upon being approved, and if not activated any monies paid will be refunded. While every effort will be made to insert advertisements at the time specified, no guarantee can or will be given for such insertion and no liability will be accepted for omissions or inaccuracies, or for any consequence arising there from, or for damage to or loss of any material supplied. The Publishers reserve the right to alter, modify, suspend or cancel any advertisements at any time without notice. Advertisements are accepted only on condition that the advertiser warrants that the advertisement does not in any way contravene the provisions of The Trade Descriptions Act, 1968, or the Business Advertisements (Disclosure) Order, 1977, or the Consumer Credit Act, 1974, and complies with the British Code of Advertising Practice. This means there must be an employer for each vacancy unless otherwise stated. The placing of an order shall be considered as acceptance of these conditions.