

# The Digital, Tech, and IT Degree Apprenticeship Guide

NEW 2018/19

**Which?**  
University

# What are apprenticeships?

Be at the cutting edge of an ever-changing digital landscape with an apprenticeship.



Do you want to be at the centre of technical innovation, finding digital solutions to real-world problems? Then an apprenticeship may be for you.

## What's a higher or degree apprenticeship?

It's an alternative route to a degree through the workplace and study. Not only will you gain hands-on experience

while training but you'll also get a salary, and graduate without tuition fees. See table for education levels. Find out more at [which.co.uk/apprenticeships](https://www.which.co.uk/apprenticeships).

Name	Level	Equivalent educational level
Higher	4, 5, 6 and 7	Foundation degree and above
Degree	6 and 7	Bachelor's or master's degree

## Digital options

A degree apprenticeship in digital, technology or IT solutions could lead you to a wide range of digital and tech roles, from software development and IT consulting

to cyber risk management. Further digital degree apprenticeships are in development where apprentices will be able to specialise in cyber security, data science or user experience (UX). Digital marketing and marketing management degree apprenticeships are soon to be approved too.

Higher apprenticeship roles in this field include data analyst, unified communications troubleshooter, social media and digital marketing executive and cyber intrusion analyst.

## What to expect?

On a **digital technology solutions** degree apprenticeship, expect a programme lasting at least three years, with most employers offering a four or four-and-a-half year scheme. Your apprenticeship might include aspects of understanding business, programming and web development.

You could learn how to:

- analyse existing software systems and work out how to improve them
- pick the right technology solutions for your employer
- carry out IT risk assessments
- use data modelling and database management systems

- make sense of computer and network infrastructure
- explore specialist areas which fits with the needs and focus of your role.

A higher apprenticeship in **digital marketing** will take at least two years to complete and could link into roles in digital marketing management, digital analysis or web product management.

## How it works?

Your employer and training provider will determine how your work and study is arranged. It might involve weekly sessions at university or college, intensive blocks of study at the start of the programme, online learning or a combination of methods. Alongside your main qualification, you might be required to undertake specific professional qualifications that relate to your job.

**'The apprenticeship offers more than going to university. All fees are paid and you get a wage. You can gain a degree and work experience. At the end of the apprenticeship, you'll have more than the average graduate.'**

**Software degree apprentice, BAE Systems\***

# Future prospects

How much could you earn and where could it lead?

## What are employers looking for?

Entry requirements vary from employer to employer, but a relevant STEM subject at A-level (or equivalent) should help if you're applying for a tech role. A qualification in computer science might come in handy but isn't always required, particularly if you have already gained STEM qualifications. Requirements for the non-tech roles are more varied.

Three Cs at A-level (or equivalent vocational study) will meet the minimum requirements for a number of degree apprenticeships, but these are competitive schemes and employers are looking for more than the bare minimum (and more than just academic success). You'll need to think about skills and qualities you embody, and how you show that you're analytical and self-motivated with great interpersonal skills. In addition, consider how you might demonstrate your interest in technology, marketing or programming.

## How does it compare with the university route?

One key benefit of a digital or higher apprenticeship is no tuition fees. Another is that employers and providers can respond to the ever-changing needs of the industry as you work through the programme, helping to keep your learning relevant and current.

Some employers offer the chance for apprentices to experience job rotation, spending time in different departments to ensure a broad understanding of the business, as well as chance to find the right area to specialise in.

You might assume that it's all work and no play on an apprenticeship, but that isn't necessarily the case. It's true that late nights mid-week aren't so practical when you're



**'My salary covers all the costs I need for living including bills, housing, other necessities, travel costs and social costs. There is a pay rise scheme in place that recognises progress through the apprenticeship.'**

**Degree apprentice, BAE Systems'**

**'We invite industry experts into the classrooms as well as academics to set real-world challenges and make the learning experience hands-on and project focused. We have a strong focus on developing technical skills but also challenging apprentices to explore complex issues around technology relating to ethics, AI and how technology interacts with society and our economy.'**

**Mark Smith, CEO, Ada, the National College for Digital Skills**

juggling work and study, but most apprentices have opportunities to meet colleagues outside the workplace through team-building, sports and social programmes, or volunteering.

## How much can I expect to earn?

The minimum wage for an apprentice is £3.70 per hour (April 2018) but as a degree apprentice it is realistic to expect a salary of at least £12,000 per year (more in London). In practice, many employers will pay considerably more than this, with many digital vacancies shown on National Apprenticeship Service offering £16-17,000 per annum, initially. The average salary for higher

apprenticeships in IT and digital sectors reviewed on Rate My Apprenticeship is £17,354 per annum.

## Where could it lead?

Here are some of the roles that are open to digital degree and higher apprentices on completion of the apprenticeship:

- business analyst
- IT consultant
- cyber security analyst
- cyber risk manager
- data engineer
- data analyst
- software engineer

- data scientist
- UX manager
- digital marketing manager
- CRM manager
- web analyst
- social media marketing manager
- digital marketing analyst

The opportunities on offer will depend on your experience, the pathway taken and the employer.

## Future salary range

Average salaries in digital and tech roles range from around £25-£65,000 per year, according to National Careers Service.

# Getting an apprenticeship

How to get your dream role at the right company



## How to apply

Recruitment processes differ between employers. The smaller companies tend to have recruitment processes that are simpler, with fewer hurdles for applicants to jump.

Accenture's recruitment process for the Digital and Technology Degree Apprenticeship is fairly typical for a large employer.

- Stage 1: an online application, uploading a CV and a logic test

- Stage 2: an online or face-to-face interview to determine whether you've got the skills needed to do the job.
- Stage 3: an assessment with group exercises and a one-to-one interview.

Vacancies can be found throughout the year, with November to April proving to be the busiest times.

See **The Higher and Degree Apprenticeship Guide** for further details on how to apply.

## Some companies employing digital apprentices:

- Accenture
- Airbus
- BBC
- BAE Systems
- BT
- Capgemini
- CGI
- Civil Service
- Deloitte
- Dentsu Aegis
- EY
- Fujitsu
- IBM

- JP Morgan
- Lloyds Banking Group
- McCann Worldgroup
- Microsoft
- National trust
- OMG
- QA
- Renishaw
- Santander
- Severn Trent
- Thales
- Unilever

In 2017, the biggest recruiters offering tech apprenticeships included BAE Systems, Deloitte, BT and JP Morgan. It's not just the multinational firms that need employees with great digital skills.

Check out opportunities in your area with small to medium-sized businesses too. You could start with the National Apprenticeship Service website or look at which employers the local institutions offering degree apprenticeships work with.

## Some institutions offering digital apprenticeships:

- Ada, the National College for Digital Skills
- Anglia Ruskin University
- Aston University
- University of Bedfordshire

- BPP University
- Birkbeck, University of London
- Blackpool and The Fylde College
- Buckinghamshire New University
- Coventry University
- University of Chichester
- University of Derby
- University of East London
- University of Essex
- University of Exeter
- University of Greenwich
- University of Hertfordshire
- Leeds Beckett University
- Liverpool John Moores University
- London Southbank University
- University of Loughborough
- Manchester Metropolitan University
- Middlesex University
- Nottingham Trent University
- University of Northumbria
- Open University
- University of Portsmouth
- QA Apprenticeships
- Queen Mary University of London
- Ravensborne
- University of Roehampton
- Sheffield Hallam University
- Staffordshire University
- University of Suffolk
- University of Sunderland

- University of Teesside
- University of West of England
- University of West London
- University of Winchester.

You'll also find a range of colleges and private organisations delivering the training for digital degree and higher apprenticeships.

## Where to find out more:

- Tech Partnership
- Chartered Institute of Marketing
- Rate my Apprenticeship
- National Apprenticeship Service
- UCAS Careerfinder
- All About School Leavers




## ★ RATEMY APPRENTICESHIP

\*With thanks to [ratemyapprenticeship.co.uk](https://ratemyapprenticeship.co.uk) for sharing reviews and apprentice experiences.

## TOP TIP

Find out seven things you didn't know about apprenticeships from our specialist section on our website: [which.co.uk/apprenticeships](https://which.co.uk/apprenticeships)

**Which? University**  
[university.which.co.uk](http://university.which.co.uk)

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