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# Apprentice Guide

How to find, choose, and  
manage digital apprentices.



# What's the difference between an internship and an apprenticeship?

## **Internship**

The position of a student or trainee who works in an organization, sometimes without pay, in order to gain work experience or satisfy requirements for a qualification.

## **Apprenticeship**

A collaboration between an apprentice and an experienced professional where both parties gain something from the relationship. Apprentices get the experience they need to launch their careers and professionals get an extra set of hands to help with their craft.

# A closer look



## Time

Hiring an intern can be time consuming as you have to create a job post, review resumes, hold interviews and so on. Finding an apprentice is easy so long as you use the right platform. With Acadium you simply chat with students, get on quick calls with prospects until you find the one that fits your goals.

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## Legality

Internships are not legal in some countries and when they are, they often require you to follow strict guidelines. On the other hand, all apprenticeships are legal and give both parties more flexibility for setting working hours, compensation, and responsibilities.

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## Location

Internships typically take place in a physical location. Apprenticeships can take place remotely and do not require both parties to live in the same geographic area.

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## Availability

The majority of internship applicants will be from the same city or close by. Since apprenticeships are remote, applicants can come from all over the globe.



## Vetting

Interns can be vetted, but the onus falls on the hiring party and can be extremely time consuming. On the other hand, Acadium apprentices are vetted by a member of our team and each application is reviewed before being accepted onto our platform.



## Collaboration

Where an internship will typically involve a novice working on low-level tasks to hone their craft, an apprenticeship is more collaborative in nature. Because an apprentice will be looking for guidance from an experienced professional rather than simple work experience, there is greater room for

# What are my other options?

If you aren't prepared to invest a little time into helping your apprentice grow, or aren't experienced in the area you need help in, hiring a VA or freelancer might be more up your alley. Both of these options represent independent contractors that can provide assistance on a variety of tasks. VA's typically are more suited to simple tasks, and don't take the lead on high level projects. Freelancers, on the other hand, have specific skills (i.e. design, development, videography etc.) they can use to more impactfully benefit your business.

The background is a dark blue color with a subtle, repeating grid pattern. There are several large, stylized red lines that form abstract shapes, including a large 'L' shape and a curved line that starts from the top right and goes down to the bottom right. A small red horizontal line is positioned above the word 'Finding'.

# Finding Your Solution

# Job Boards

This is the most intuitive option when trying to find any sort of employee. There are many sites, both free and paid, that you can post your internship listing on. Additionally, there are internship specific boards, which may get less traffic, but will likely attract applications that are more aligned with your expectations.. Be upfront about the compensation you're offering, whether it be financial or experiential.



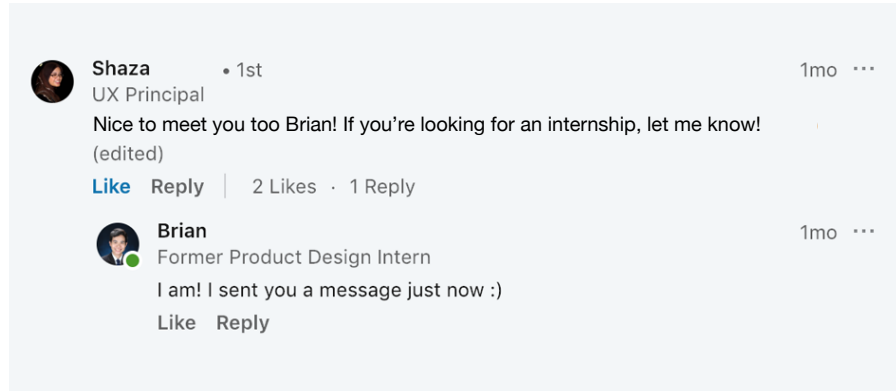
These are just a few of the more widely used job boards on the web.

# Academic Institutions

You can reach out to local universities, colleges, or vocational schools to inquire about sourcing interns from their campuses. Just make sure that whichever ones you choose have courses relevant to your business goals. Many of these institutions have career centers or their own job boards. You can even contact faculty members for a more personal approach. This may not be the ideal option if you're seeking remote help.

# Social Media

It's a common trend among companies to give preference to applicants that are referred by current team members — and for good reason. If someone who already works for you is willing to stick their neck out, it says something about that candidate. Try leveraging your (and your team's) network on social media (LinkedIn, Facebook, Pinterest etc.) to find an intern.



You never know where you could find the right candidate!

# Freelancing or VA Platforms

Now there are fundamental differences between an intern and a freelancer or virtual assistant, the most notable of which is the level of personal dedication to your business. Platforms like **Fiverr** and **Upwork** are great places to find someone to help you on a project, but they often don't come cheap, and it's likely they won't be as invested as a traditional employee or apprentice. That being said, it can be a valid technique for finding young professionals trying to start a career in your industry.

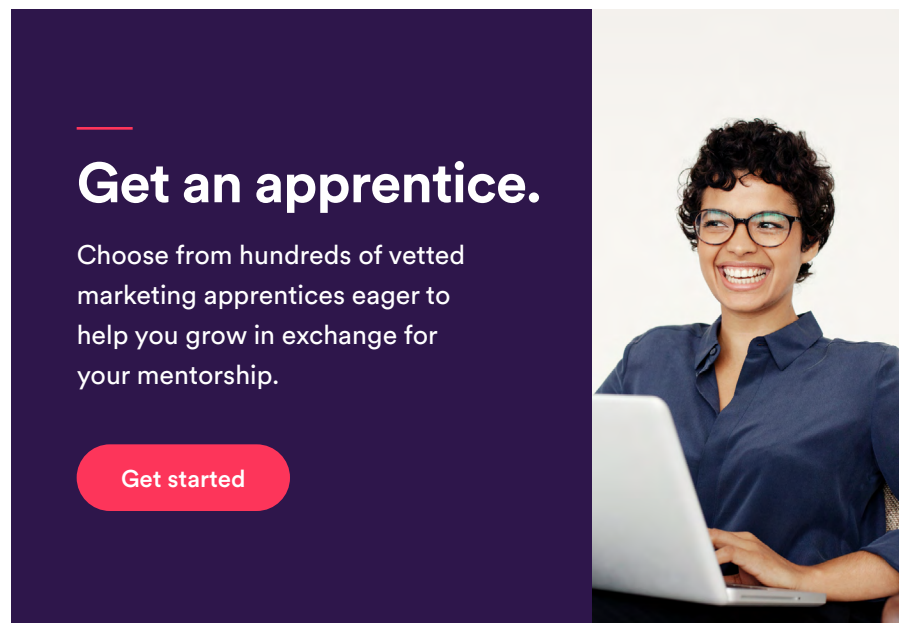




# Digital Apprenticeships

Digital apprenticeships are becoming increasingly popular amongst business owners worldwide mainly because it's the most efficient and safest solution to source qualified talent with ease. Apprentices can help with anything digital marketing related such as: content marketing, social media, email marketing, SEO, paid ads, analytics and so on.

If you're looking for something affordable, efficient and structured to fit in with your busy workload, all while helping apprentices career ready, This solution is the best fit for your plans.



**Get an apprentice.**

Choose from hundreds of vetted marketing apprentices eager to help you grow in exchange for your mentorship.

[Get started](#)

In the next section you'll learn how to source and manage an amazing apprentice. Even if you're thinking of hiring an Intern or VA make sure to read on as these tips remain applicable.



# Choosing Your Apprentice

# Skills Over Experience

Don't focus on what an apprentice has done, but rather what they're able to do. Look for someone with the right skillset to allow them to complete specific tasks to help your business. Some examples of these types of transferable skills are writing, design, and research.



— Pro-tip: Give an applicant a small task to do during the interview process to gauge their competence in that area.

# Be Diligent and Vigilant

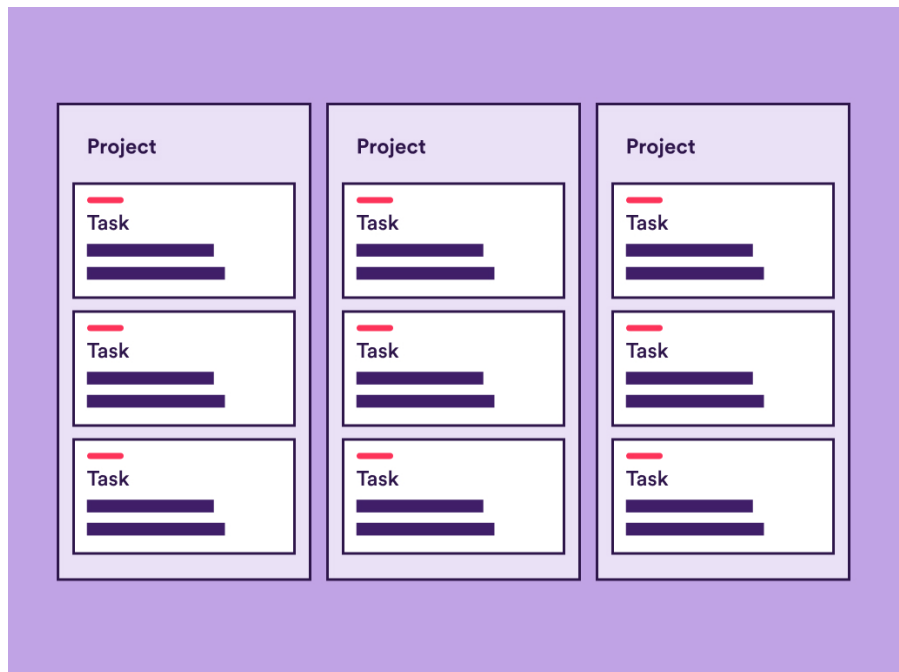
Because apprenticeships are meant to give experience to novices, it can be hard to find one that you immediately feel comfortable handing off even a small aspect of your business to. Don't settle for the first applicant that shows interest. Take the time to get to know the candidate. A 3 to 6 month apprenticeship is a serious commitment.

# Expect the Expected

During the interview process, be upfront about what your expectations are for an apprenticeship, and encourage your candidates to do the same. No one will be left satisfied if they don't get what they expected from the experience. This is something that is easily avoidable with some communication at the start.

# Take a Project-Based Approach

You hire to fill positions, but you should choose apprentices with projects in mind. Try to find tasks that will not only benefit your business, but also be a good learning experience for your apprentice. Don't be afraid to set your sights high, just make sure you're there to guide them through should they need that.



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# Managing

# Welcome Contribution

Your apprentice is not a full-time team member in your business, but that doesn't mean they don't have as much to offer. Include them in team meetings, events, and get their input on projects outside of their specific responsibilities. You might be surprised what fruit can be bore through diversity of thought.



- In a world lacking originality, diversity and inclusion are becoming increasingly important tools for powering innovation.



## Productivity Sweet Spot

Think carefully about the responsibilities you give your apprentice. Their workload should be enough to keep them busy. Too much could burn them out. Too little can cause them to lose interest. Everyone is different, so this is an area that should be mutually agreed upon.

# Take It Personally

It's important that your apprentice learns the value of building professional relationships they can count on. Don't bounce them around to different departments or managers every week. Use 1-on-1 time to frequently provide detailed feedback and mentorship so they can improve as they learn.

# Exchange of Value

This is likely the most essential part of successful apprenticeships. At the end of the day, you have someone dedicating their personal time to you, in the hopes that they can gain knowledge and experience that will ultimately improve their lives. Be cognizant of that, as the more value you're willing to give to your apprentice, the more you will get in return. An apprenticeship should always be a win-win experience.



- Moral of this page is to remember you're dealing with a person trying to better themselves, treat them as such.



# Thanks for reading! We think you might like these too.



## CASE STUDY

### From foodstamps to 6 figures.

Learn how this business owner found purpose and grew her business by mentoring digital marketing apprentices on Acadium.

[Read now](#)



## VIDEO DEMO

### Find an apprentice through Acadium.

Watch a demo video on how to use the Acadium platform to seamlessly source remote marketing apprentices from around the world to help grow your business.

[Watch now](#)