

What's the Story?

We are **Scotland's National Vacancy Handling Service** for youth employment and training. We help young people to find Apprentice and Trainee opportunities and support employers and training providers to target the youth labour market more effectively. The service is expanding fast and run by a small team of Modern Apprentices with the professional support and guidance of The Career Studio and our growing list of partners.

The service was originally developed by careers advisers in response to the growing need for youth opportunity information from young people, parents, teachers and careers advisers across Scotland.

Apprenticeships in Scotland.com has grown quickly and now reaches 15,000 unique users per month and over 4000 subscribers. It is the acknowledged main source of youth opportunity information in Scotland and attracts significant referrals from key national channels including Skills Development Scotland and Young Scot Extra.

Clients and Comments . . .



"It's really great to see young people using technology to create and deliver new services especially when those services are all about creating opportunities for other young people."

*Susan Drummond
Business Manager, RBS*

"My staff and I were very impressed by the standard of the presentation by Modern Apprentices Daniel and Shaun at the Scottish Parliament. The work you are undertaking is of great value to young people in Scotland."

Roderick Campbell MSP

"Setting up young people to run Apprenticeships in Scotland.com has been a great decision. They are helping thousands of young people every week to access opportunities and are a great example of what young people can do"

*Ronnie Davidson
Chair, Institute of Career Guidance in Scotland*



Key Facts

Updated January 2012

- 80,000 – 100,000 page views per month.
- 20,000+ unique visits per month.
- Specifically targets 16-24 year olds in Scotland



Over 4,000 subscribers to weekly updates and trusted digital distribution to Scotland's schools, colleges and careers centres.

Social media relay and syndication to multiple networks, partners and individuals across Scotland.

