Develop your child's career potential
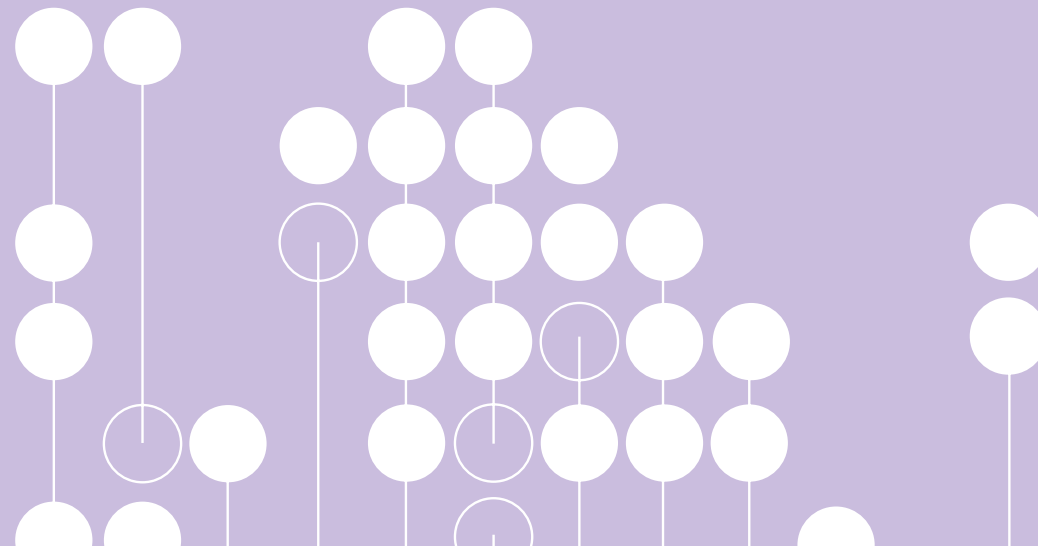
A parents' guide to data, digital and tech apprenticeships

April 2025

QA.com

We are QA

Scotland's #1 provider of data, digital and tech apprenticeships

With over 10 years of experience, QA has jump-started over 12,000 young careers in Scotland through its tech, data and digital apprenticeships, as well as upskilling or reskilling employees from a wide array of organisations, from the borders to the highlands. Our programmes focus on the most sought-after technical and data skills, ranging from SCQF Level 6 to Level 8.

- Included in the Top 50 Training Providers from 2019 to 2024

- 70% of our apprentices feel more confident and better prepared for work life than most people their age

- 90% of QA apprentices went straight into full-time jobs after completing their apprenticeships

- Award-winning learning system which combines cutting edge technology, engaging content, compelling design, and on-demand tutor support

Apprenticeship myths debunked

Apprenticeships are for those who don't do well at school.

- ✓ Apprenticeships are simply an alternative route into skilled employment.

- ✓ Some tech employers prefer apprenticeships as the industry evolves quickly.

Apprentices don't earn very much money.

- ✓ Apprenticeships pay at the very least the apprenticeship minimum wage and as of April 2025 this is £7.55 per hour for 16–18-year olds;

  This is £10 per hour for 18-20 year olds and for 21 and over it is £12.21 per hour.

- ✓ QA's apprenticeship vacancies pay on average between £15,000 and £18,000, with some starting as high as £25,000 and are often increased after the first year of training.

- ✓ The average size of student debt post degree is £18,000 to £20,000 in Scotland.

You need to be good at maths and science and computer studies to consider a career in technology.

- ✓ Most employers are looking for a passion for tech, and a willingness to learn.

What is an apprenticeship and how does it work?

Get a head-start in the world of work

An apprenticeship is a modern, hands-on way to train for an exciting new career in tech.

It's a paid full-time job – the apprentice will work with an employer, have a line manager, take home a salary at the end of the month and have access to employee benefits.

They'll have a structured training programme with QA, an industry recognised qualification, a personal tutor and a dedicated team member through every step in the process from application to job offer and first day at work.

01
Application stage. Your child uploads their CV to one of the many new opportunities added every month.
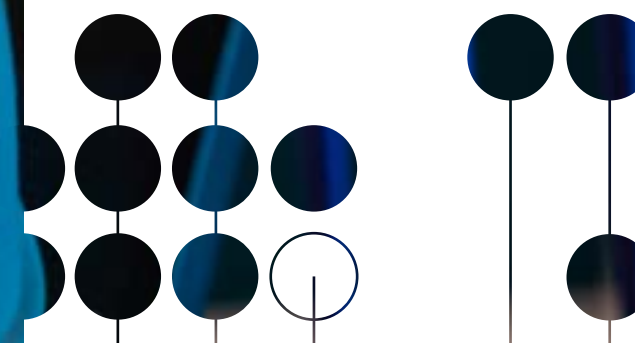
02
If they are a good match good match, a career adviser calls, and helps create a personal profile.

03
There is lots of support all the way. From profile preparation to interview readiness.

04
Yes! The job offer is in and the apprenticeship confirmed.

Apprentices are supported every step of the way

Coach Support

- Regular 1:1 coaching sessions throughout your diploma
- Guidance sessions on application of learning, objective setting and stretch learning
- Timely, marking and feedback on submissions and portfolio

Digital Learning Team

Multiple coaches. Real time instant support

First time assignment submission 24 hours

Response to a query within 4 hours

Apprenticeship training designed around you

Our award-winning approach to training is based on the principles of Discover, Practice, Apply, a flexible three step process which enables every apprentice to learn at their own pace, in their own time, with individual support every step of the way.

Your child is assigned a dedicated skills coach with hourly one to one sessions every six weeks.

Coaching and guidance sessions for course topics are delivered by expert tutors and your child has access to all the online learning needed to complete their apprenticeship training on time.

In addition, the digital learning team offer instant learning support and respond to 75% of queries within a minute, via online chat.

Feedback on assignments and submissions is timely and there are regular check-ins to ensure all is well.

As a result, QA apprentices are more engaged, gain skills quicker and 97% of all learners complete their training on time, or ahead of time.

Our apprenticeship programmes

Digital Applications Support
SCQF 6

Gain the ability to competently and confidently use digital applications in the workplace.

A Digital Applications apprenticeship gives you the skills and confidence to excel at your role.

Future job prospects:

- Office Support
- IT Applications Support
- Website Development and Publishing
- Technical Systems Support

Digital Marketing
SCQF 6

Learn how to harness your creative skills to influence customers' behaviour.

Digital Marketing apprenticeships prepare you for the fast-paced world of marketing.

Future job prospects:

- Digital Marketing Technologist
- Social Media Executive
- Content Coordinator
- Digital Marketing Executive

Data Essentials
SCQF 6

Learn all the necessary data skills for today's business landscape.

A Data Essentials apprenticeship equips you with data literacy. It teaches you how to collect data efficiently and analyse it effectively for business use.

Future job prospects:

- Data Technician
- Junior Data Analyst
- Data Support Analyst

Digital Helpdesk Support
SCQF 6

Develop real world skills to allow you to completely understand the digital systems in your workplace.

A Digital Helpdesk apprenticeship enables you to become proficient in supporting your colleagues and troubleshooting software issues.

Future job prospects:

- Digital Systems Support
- IT Applications Support
- Ist Line Helpdesk Support

Business Administration
SCQF 6

Become a valued member of the team with a Business Administration apprenticeship.

This apprenticeship gives you all the skills and training to undertake a variety of business administration duties. It opens the door to a variety of career paths and is a flexible choice for those with a flair for organisation.

Future job prospects:

- Office Administrator
- Personal Assistant
- Front of house Receptionist

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Network Engineering
SCQF 6 & 8

Gain all the knowledge and skills you need to support network implementation and maintenance.

Networking apprenticeships teach you all the core principles of network technolgy, cloud concepts and deployment models to prepare you for the world of work.

Future job prospects:

- Network Engineer
- Network Architect
- Systems Administrator

Data Analytics
SCQF 8

Learn how to collect, organise and study raw data and translate it into understandable language.

Data Analysis apprenticeships prepare you to use a diverse range of techniques and take your career to the next level.

Future job prospects:

- Data Manager
- Data Scientist
- Data Engineer

IT Support
SCQF 6 & 8

Turn your passion for technology into a successful career with an IT apprenticeship.

IT apprenticeships turn problem-solvers into skilled PC builders, data defenders and cloud controllers. Develop your skills in the world's most popular technologies.

Future job prospects:

- IT Infrastructure Technician
- Desktop Support Engineer

Software Development
SCQF 8

Take your coding knowledge to the next level and learn how to create complex software.

Our Software and Web Development apprenticeships turn you into a coding expert. Use your logic and creative flair to create apps and websites.

Future job prospects:

- Web Developer
- Application Developer
- Software Developer

Project Management
SCQF 8

This apprenticeship will transfer you into a skilled project manager.

The Project Management apprenticeship equips you to plan, execute and deliver internal and external facing projects for your employer, on time and on budget.

Future job prospects:

- Project Manager
- Project Planner

Cyber Security
SCQF 8

Learn how to fight cybercrime, protect systems and use logic to keep ahead of cyber criminals.

Our Cyber Security apprenticeships prepare you to thwart cyber-crime, decrypt data and untangle malware. Build your information security skills and keep one step ahead.

Future job prospects:

- Information Security Officer
- Cyber Operations Manager
- Information Security Architect

The Future of Scotland – Our apprentice stories

Mohammad Nassor

Data Analytics Apprentice
NHS

"I now have a job that I'm really enjoying and career path that wasn't available to me before starting the programme. My apprenticeship gave me the opportunity to continue learning and growing whilst also working.

I've met new people, made lots of friends and connections, been exposed to many different work cultures, and this has allowed me to pave a career in a field I didn't know anything about beforehand."

Amy Canfield

Digital Marketing Apprentice
The Social Hood

"The digital marketing apprenticeship has impacted my life massively. Not only have I gained a marketing qualification, I've gained enough knowledge and experience to start up my own social media marketing business at just 20 years old!"
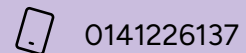
Kerr Findlay

Software Development Apprentice
NatWest

"If you were to tell me before I started the apprenticeship I'd be doing the sort of things I do now I would probably be laughing! It's helped me get that job experience I never had before, as well as boost my confidence."

Choose from hundreds of employers

Want to find out more?

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