



## HIDDEN HEARING'S TRAINEE & APPRENTICESHIP PROGRAMME

Your guide to becoming a  
HEARING AID AUDIOLOGIST

Be part of a global mission

## We want to help more people hear better

This isn't just a training programme, but the start of an incredibly rewarding career.

When you become a hearing aid audiologist with Hidden Hearing, you'll have the chance to be making a real difference to people's lives every single day.

Since 2000, Hidden Hearing have been owned by Demant, a Danish company specialising in all aspects of hearing care, including product manufacturing, diagnostics, and research & development.

- Demant were founded in 1904, so have over 120 years of hearing care expertise.
- They operate in more than 30 countries and their products are sold in more than 130 countries.
- Demant employ over 29,000 people globally
- This vast network of experts across the globe share best practices to make sure we're always top of our game, so that we really can change people's lives through hearing healthcare



# Demant



For more information, visit [hiddenhearing.co.uk/why-hidden-hearing/careers](https://hiddenhearing.co.uk/why-hidden-hearing/careers)



**Hidden Hearing**  
*Your hearing is our expertise*



## About Hidden Hearing



We don't believe in quick fixes and one-size-fits-all solutions. Rather, we pay close attention to every patient's specific needs. We focus not only on our patients' hearing but also on their wants, needs, and motivations.

From the very first time a patient calls or visits our clinic, we aim to provide the best personal care. We embrace the latest and most advanced technology to make life easier for them. And we do our utmost to make sure that every person reaches their full hearing potential.

- One of the UK's largest hearing care specialists with a national network of hearing centres
- Almost 60 years' experience as a specialist provider of premium hearing care across the UK.
- Over 650 employees; more than 200 are either hearing aid audiologists, registered with the HCPC, or trainees already on the education programme
- Hidden Hearing help over 250,000 people every year, providing free hearing tests, and ear wax removal, as well as offering hearing care information and advice
- In 2024 generated over £60m in revenue through the sale of hearing aids, accessories and other services
- **We value our people, which is why we're "Investors in People: Gold" accredited**



**OUR MISSION: TO HELP MORE PEOPLE HEAR BETTER**



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## Industry-leading training programme

Hidden Hearing opened the Training Academy in Buxton in 2005 to continue our commitment to raising standards in the hearing care profession.

We were the first employer in the hearing care profession to join the government's Register of Apprentice Training Providers (RoATP).

This prestigious accreditation, approved by the Department for Education, allows our dedicated Training Academy in Buxton to become a centre of excellence and offer an integrated programme that leads to Health and Care Professions Council (HCPC) registration eligibility.

This accreditation and fully approved programme allows Hidden Hearing to offer industry-leading training, giving apprentices and trainees a strong start to their new profession as hearing aid audiologists.

### The programme – an overview

- Train to become a registered hearing aid audiologist with the Health and Care Professions Council (HCPC), the professional regulatory body.
- A 60-week, work-based programme in hearing aid dispensing.
- Earn while you learn
- After you've completed the programme, you'll be eligible to register as a hearing aid dispenser (also referred to as a hearing aid audiologist)
- Start a rewarding sales career with one of the UK's leading private hearing care providers

## The role of a hearing aid audiologist

You'll be training to become an HCPC-registered healthcare professional specialising in the assessment, diagnosis and treatment of people with hearing loss. You'll carry out extensive testing using specialised equipment to identify the exact nature of a patient's hearing loss. You'll then recommend and prescribe, where appropriate, a variety of state-of-the-art hearing aids. Our highly professional service includes offering expert hearing care advice, based on each patient's unique hearing challenges.

### Hearing aid audiologist with Hidden Hearing – key tasks

- Understand each patient as an individual and provide personalised care
- Examine their ears and carry out audiometric assessments
- Become a trusted professional, offering high-quality advice and information, recommending solutions

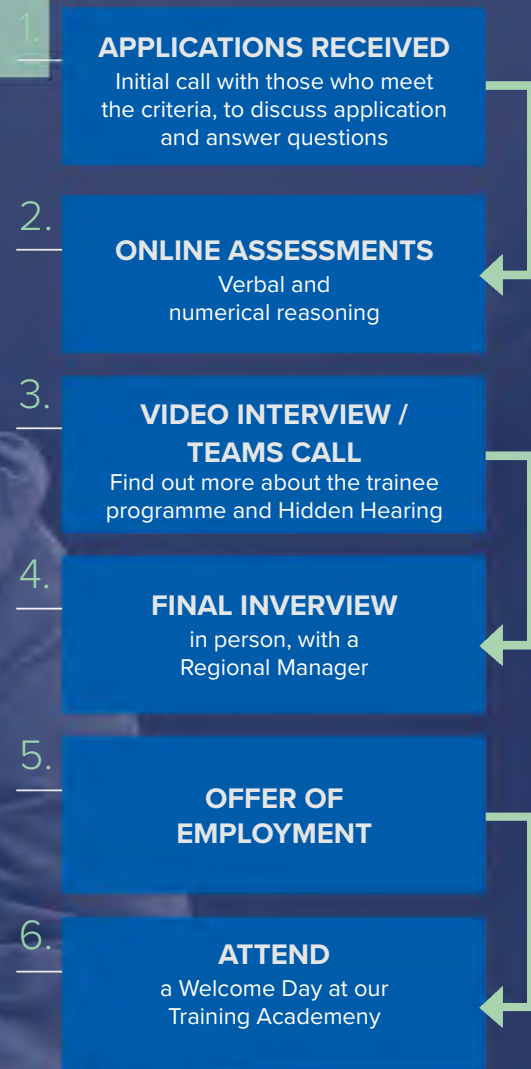
- and promoting hearing health
- Prescribe, program and fit hearing aids and assistive devices
- Design and deliver rehabilitation plans
- Provide ongoing support and customer service
- Build your own patient base through referral and business development activity
- Work as part of a sales team and liaise with other healthcare professionals

### What are we looking for in a trainee?

You'll be confident, friendly and approachable with the ability to empathise with patients and build trust easily. You'll have a commercial outlook/sales experience. This is essential as your ultimate success as a hearing aid audiologist will be based on selling hearing aids, providing a best-in-class patient experience and being a trusted professional who delivers high-quality service.



## The recruitment process



Joining the training programme is a big commitment, and we want you to be sure that it is right for you. We expect that you will have done some research into Hidden Hearing and will have considered the implication of studying away from home and potentially earning a reduced income during the training period.

During the application process, we give applicants the opportunity to learn more about the programme and find out what it means to be a fully qualified hearing aid audiologist to make sure this is the right path for you.

Job offers will be made, contracts and apprenticeship agreements will be confirmed giving candidates a minimum of one month's notice before the programme starts.

It is a condition of offer that an applicant can commit to 100% of the dates on which the training programme requires them to be resident at our Training Academy.

If you need reasonable adjustments to the recruitment process, including the psychometric assessments, please be sure to let us know.

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“Eighteen months ago, I never could have imagined being a qualified hearing aid audiologist. Thanks to the Hidden Hearing's training Academy, I'm now living my dream career and loving every day.” –

*Charlotte Smith, former Estate Agent and Trainee Hearing Aid Audiologist*

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## Eligibility to join the programme

### 1. Education/qualifications

**A good level of general education**, with strong literacy and numeracy skills and a **minimum of 4 GCSEs** (A–C/9–4 Grades) **which must include Maths, English and a Science**. The HCPC and Apprenticeship require proof of English and Maths qualifications.

If English is not your first language, you'll need an IELTS Level 7 – a pass in speaking, writing and reading, with no level below 6.5. This is a HCPC registration requirement.

Strong IT skills with an ability to learn new systems easily (we use MS Windows/Outlook/Strong

### 2. Transport

A full and current UK driving licence and use of a car for the first 30 weeks of the programme. You'll then be eligible for a company car/car allowance. You'll need to provide business car insurance for your own vehicle at your expense and a mileage allowance will be paid for using your own car for business.

### 3. Space to work from home

During the programme there will be times when you will be required to attend webinars or complete other forms of remote study.

### 4. Right to work/DBS check

The role of a trainee is conditional, depending upon a satisfactory right to work and enhanced Disclosure and Barring Services checks. We will also require two satisfactory references covering the previous 5 years.

### 5. HCPC registration

The Training Programme is approved by the HCPC as meeting the minimum standards of education required for registration. During the application process, prospective trainees should be confident that they meet the registration requirements of the HCPC. We'll work with you to identify any areas that may later prevent or delay successful registration. Applicants should be aware that they have to apply and pay for their own HCPC Registration and ongoing renewal fees. Hidden Hearing are unable to guarantee HCPC registration  
[www.hcpc-uk.org/publications](http://www.hcpc-uk.org/publications).

**Offers of employment are conditional upon your ability to meet the professional requirements for the role, including those of the HCPC.**

## Welcome day

### Welcome day at our Buxton Training Academy

Once you've been offered a place on the training programme, you'll be invited to an welcome day at our Training Academy in Buxton, Derbyshire.

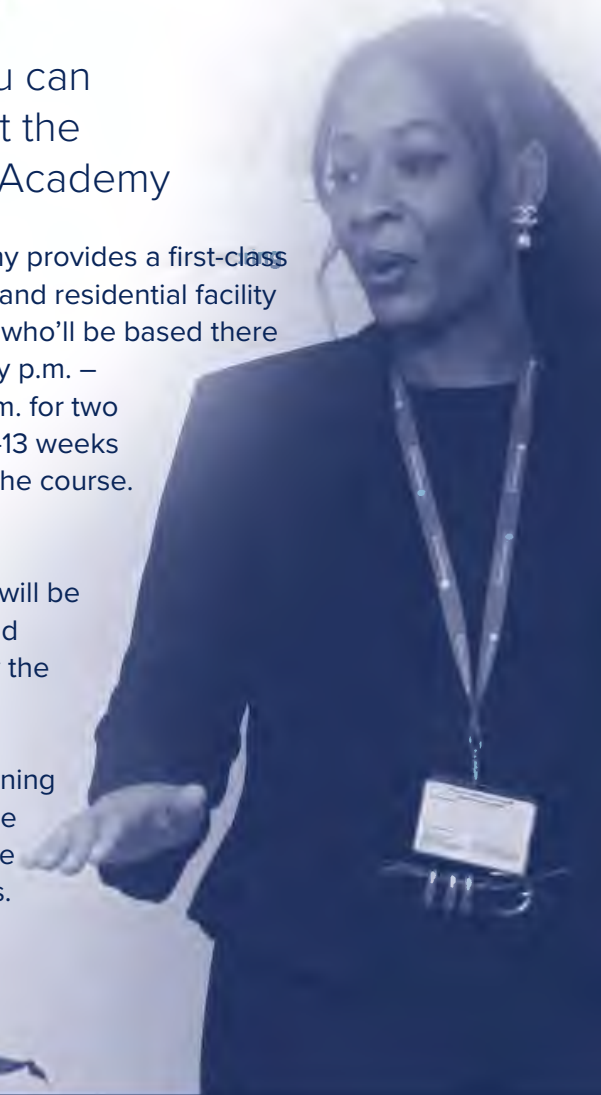
The Welcome day is an opportunity to:

- Find out more about the profession and the role
- Learn about the curriculum and programme content
- Observe practical demonstrations
- Meet the training team and ask questions
- Get to know your new colleagues
- Have a tour of the facilities (accommodation is available for the night before)

### What you can expect at the Training Academy

The Academy provides a first-class educational and residential facility for trainees, who'll be based there from Monday p.m. – Thursday p.m. for two blocks of 11–13 weeks throughout the course.

The training programme will be managed and delivered by the company's experienced in-house training team who are based on-site with trainees.



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## Academy facilities

- Accommodation for 20 trainees\* in private en-suite study bedrooms
- Communal TV lounge
- Dining area
- Classroom with full AV projection, induction loop and sound facilities
- Breakout rooms
- Simulation zones to recreate hearing centre / domiciliary testing environments for learning, self-analysis and reflective study
- A range of learning resources including a library and access to online materials.

\*Any additional trainees will be accommodated in a local hotel.

### Earn while you learn

During your training you will receive a basic salary of £24,230.

After 30 weeks you will be given a company car or car allowance (£444 per month)

(Figures correct as of July 2025)

### Hidden Hearing will cover ...

- Accommodation (when away from home)
- Subsistence allowance towards meals (when away from home, £20 per full day)
- Return travel mileage rate to training location (25p per mile)
- All education and exams
- All training materials including stationery
- Access to The British Society of Audiology online library
- Your enhanced DBS check

### Earning potential upon graduation

Upon registration with the HCPC, your basic salary will immediately increase to £37,618, which is the current level of basic pay for our hearing aid audiologists.

You'll also get a company car/car allowance, as well as commission and quarterly bonuses. This can equate to earnings of between £57k and £110k per year depending on performance.



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## Training summary

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- Initial training over roughly 11–13 weeks residential blocks away from home, Monday–Thursday
- Periods of direct and indirect supervision as appropriate
- ‘Must pass’ summative exams (written and practical components)
- Second summative examination (if successful) allows ‘pre-registered dispenser’ status
- Pre-registered dispenser status (for approx. 30 weeks) with own diary and patients
- Passing final examinations and submission of fully completed logbook and personal development portfolio will lead to eligibility to apply for HCPC registration as a hearing aid dispenser



## What qualification will I get?

The Award in Hearing Aid Dispensing Competence is a work-based education programme approved by the HCPC as a route to eligibility to apply for registration as a Hearing Aid Dispenser. Although it's not a formal educational qualification within the UK Education System, **the content and study requirement is broadly equivalent to a Foundation Degree.**

Prospective employees wishing to attain an audiology degree will be required, by a university, to complete a ‘top-up’ course before enrolment. Hidden Hearing don't usually support trainees through HEI degree-based education programmes.



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## Ready to start a new career?

### Your commitment to Hidden Hearing

Once you've successfully completed the training programme, you'll be required to:

- Maintain your HCPC registration
- Contract to a minimum period of two years continued employment as a registered hearing aid audiologist with Hidden Hearing. (Please note that if you leave voluntarily within two years, you'll be required to pay back training fees on a sliding scale).

For more information or to register interest in our Training Programme email [recruitment@HiddenHearing.co.uk](mailto:recruitment@HiddenHearing.co.uk)

\*Please note that trainees living in Scotland & Wales will complete the same work-based training programme, but it will not be an apprenticeship.

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“Looking to make a real difference to people's lives? If you have a can-do attitude and a desire to learn and grow, this rewarding career is for you!”

*Garin Noone, Training Academy Manager & Programme Lead*

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## Our diversity statement

The Demant Group, including Hidden Hearing, employs a diverse group of people from all parts of the world with many different backgrounds.

*"In Demant, we should all feel comfortable showing up to work as exactly who we are with equal opportunities to develop as professionals, obtain our personal goals and contribute to the company's success."*

**Søren Nielsen, CEO of Demant**

We work hard to make our training programme an accessible and welcoming place for all our trainees. If you have a disability or neurodiverse condition that may affect your studies, please let us know so that we can discuss any support or reasonable adjustments you may need to give you the best chance of success.

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