



Cyflawni drwy
Brofiad Gwaith
Achieve through
Work Experience



CASE STUDY

Psychology Student

Host Employer: Marketing Assistant at SAORI MÔR

What is GO Wales?

The 'GO Wales' Achieve through work experience programme, based at Bangor University, helps students to develop their employability skills and increase their chances of obtaining graduate level employment upon leaving university.

About the student

The student was in her final year studying Psychology and wanted support to find a placement which would be supportive of her long term health condition. She was interested in marketing and social media so a placement was set up with SAORI Môr a local company that specializes in a Japanese method of hand weaving. A placement was arranged to work on the marketing and social media aspects of the company.

Please describe what made you decide to apply to the GO Wales programme?

I decided to apply to the program to help me find relevant work experience that would be on my terms and take into consideration my health condition.

What type of work have you carried out during your placement?

During my placement, I spent time writing content for a business blog and creating and sharing posts on social media such as Instagram, Pinterest and Twitter. I also did some photography of the business's studio and stock for their blog and social media posts. I worked together with the owner in sharing ideas for posts and future content that could be produced to promote their website. I also did some admin work and helped create a list of business contacts for a marketing newsletter.

Do you feel the placement has helped you decide on the type of career path would like to pursue?

The placement gave me confidence in my writing and my ideas. It has definitely made me more open to considering working in a job that involves writing and creating. I also like working in a creative environment so the placement has encouraged me to consider working in a similar setting in the future.

How would you describe the experience of working in this role?

Working in this role involved good communication skills as you really have to listen and consider the needs and interest of the business. I found it really rewarding to work collaboratively with another person to share ideas and then have the opportunity to work independently to create a blog post or social media post.

Can you describe any new skills which you have learnt which you did not expect?

I was able to develop my communication skills which is something that I may not have expected. The role involved a lot of discussion about the business, its needs and the customer's needs and expectations. I was able to develop my listening skills and confidence to discuss and share my own ideas and opinions.



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Do you feel this work opportunity has helped you overcome any barriers?

This opportunity has given me the confidence to try new things even if I'm worried that my health might make it difficult. Previously I was put off applying for work experience opportunities because I was worried that I might not be able to cope well. Having completed the GO Wales placement, I'm more confident about being open with employers, about my condition and to discuss ways in which my needs can be considered.

What are/have been the highlights of working at this placement?

For me, the highlight of the experience was getting to learn about a craft business and getting to build a good relationship with the owner. I also really enjoyed the creative aspects of my placement such as photography and blog writing.

How have you found the support of GO Wales during this process? How has this helped you?

The support from GO Wales was really good. I felt my needs and interests were really considered during the process of finding a placement. I really felt like my advisor cared about me finding a placement that I would really enjoy and find worthwhile.

What advice would you give to students who are thinking about applying to GO Wales?

I would encourage anyone thinking of applying to go for it and be open to trying something new. You are really supported throughout the whole process and your needs and interests are really considered when it comes to finding you a placement.

The GO Wales Advisor stated *“this placement was a great opportunity for the student to develop her existing skills in marketing. The business owner was very supportive and understanding to the student’s health condition which was much appreciated. The owner welcomed the opportunity to share ideas and learn more about social media platforms to help promote the business”.*