

CASE STUDY

Placement: Marketing Assistant

Host Employer: Venue Cymru, Llandudno

What is GO Wales?

The 'GO Wales' 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 of studying Creative and Professional Writing. She had no previous work experience.

Please describe what made you decide to take part in the GO Wales Programme?

I decided to take part in the GO Wales Programme because I was having difficulty finding work experience in my field and my lack of confidence created a large barrier for myself.

Was the work experience relevant to the career path you are hoping to pursue?

The work experience was highly relevant to my chosen career path as I was given many opportunities to write creatively and professionally throughout my placement.

How do you feel this work experience has helped you?

I feel this work experience has helped me gain confidence and showed me what kind of careers can be pursued in my field. It also showed me how creative writing could be achieved in a formal/office setting.

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

In this role, I acted as a Marketing Assistant that helped copy write promotional material, both in print and online, and I also wrote press releases for the organisation and helped with administration work.

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

Yes, this work experience placement has boosted my confidence with being put in an unfamiliar setting and my confidence with communications and co-workers.

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

The highlights of this placement were being able to independently write press releases and creating promotional social media posts.

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

Always do the best that you can in your work placements. If you do this, you will learn many new skills, even some you weren't expecting to, and it will leave a good impression on your host employer for future contacts.

How have you found the support from GO Wales during this process?

The support from the GO Wales team was excellent throughout the work placement. They walked me through the paperwork, took care of all arrangements and made sure I moved at my own pace. I never felt pressured, uncomfortable or isolated as support was provided throughout my placement and afterwards, with kind and understanding advisers.



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The GO Wales Advisor said *“The work experience has been an excellent opportunity for the student to develop her confidence in the workplace and demonstrate she is a valuable team player, with the ability to contribute and adapt to the often unpredictable work schedule of a marketing department.*

This opportunity has enabled her to showcase her writing skills in a professional setting and also learn new skills which will benefit her when applying for jobs in the sector.

She received excellent feedback from the employer who said:

She was enthusiastic in all tasks and was aware of the importance of each task given to her. The department have been particularly impressed with the quality of her creative writing when helping to produce marketing materials.”

