

A Week at Stone Junction: the value of work experience for students

In October of this year, when the air was crisp with that special autumnal musk and fallen leaves littered the pavement, I packed my bag and took a train to Stafford. There, I was to spend a week at PR consultancy Stone Junction for work experience.

I wasn't terribly sure what to expect. Although I knew vaguely what a PR company was, the ins and outs of such a place were still a mystery to me.

Behind the doors of Stone Junction, you'll find a pleasant and airy loft space. The open-plan office offers a welcome alternative to the new age cubicle, and if you wander up the spiral staircase there are plenty of cozy armchairs to lounge in if you fancy a change of pace.

As someone who grew up romanticizing this type of industrial chic décor, this was the dream.

By the end of the week at Stone Junction, it was clear that the value of this type of work experience could not be understated. Not only did I learn about the inner workings of an award-winning PR consultancy, I also gained valuable skills and tangible material for my portfolio.

Each day was spent with a different team at Stone Junction. Right out the gate, I was taught how to write a press release. Next up was photography, where I learned how to take professional photos and edit them on software like Lightroom. Then it was on to the social media team, where I made a promotional infographics video for their social media.

Throughout the week I was given the opportunity to explore all aspects of PR. For students or the freshly graduated, work experience offers a valuable insight of what it is like to work in a specific industry. You can develop new skills for your CV, and make connections with people in your field.

As for me, I found my week at Stone Junction overwhelmingly positive. Everyone was extremely friendly and seemed genuinely enthusiastic about the benefits Stone Junction offered its team. It was refreshing to work in a place where everyone around me seemed happy and motivated in their role.

I knew that regardless of where my future exploits take me, I would want to work at a place that values its employees as much as Stone Junction does.

I urge anyone considering work experience to give it a try—you never know just how beneficial it can be.