

## **Hello Starling** - Marketing Executive

### Interview Task

Whilst the marketing executive role covers a wide variety of responsibilities (get ready to have your finger on the pulse at all times!) excellent copywriting is a constant. The ability to produce engaging, subject specific and SEO-optimised content in the appropriate Hello Starling 'voice' is key to the role.

### Task

1. Please produce a blog post (400 words max) around the subject of starting a career in advertising. This can be a 'how to...' guide, a list of top tips, an interview, a description of your own experience - anything! [No need to publish the piece - I just need some evidence of your writing style].
2. Please create a Tweet and Facebook post to promote this blog post.
3. Please select a suitable image to accompany the blog post (just a link to a Google image is fine).

Use this as an opportunity to show off your ability to create captivating content. I look forward to reading your response!

Please submit by email ahead of your interview.