

## **Social Media Role Assignment**

We're thrilled about the possibility of having you join our team! Given the competitive nature of this role, we'd like to better understand your thought process, which is why we've included an assignment round.

For any doubts, please email at [susmita@zealth-ai.com](mailto:susmita@zealth-ai.com). (Note: Please add your linkedIn profile with the assignment)

**Deadline for submission: 3 Oct 2024 end of the day.**

### **Role Overview:**

As a Social Media Intern, you will play a key role in creating impactful and engaging content targeted at healthcare professionals, students, and job seekers in the life sciences and biomedical fields. This assignment is designed to assess your creativity, communication skills, and ability to develop content that aligns with our mission of guiding individuals toward successful careers in biomedical and healthcare.

### **Task 1: YouTube Video Creation**

**Objective:** Create an informative YouTube video for final-year students, recent graduates, or early professionals in the healthcare, biomedical, or life science sectors.

#### **Instructions:**

- Develop a 3-5 minute video discussing various career options available in healthcare, biomedical, and life sciences.
- Focus on providing clear, valuable information that helps your audience understand the diverse opportunities in these fields (e.g., clinical roles, medical affairs).
- Ensure the content is well-structured, engaging, and easy to follow for the target audience.

### **Task 2: Instagram Reel Creation**

**Objective:** Create a short Instagram reel that provides tips on how our target audience can make their resume stand out.

#### **Instructions:**

- Our target audience: final-year students, recent graduates, or early professionals in the healthcare, biomedical, or life science related sectors.

- The reel should be 30-60 seconds long, highlighting key points for building a strong resume.
- Ensure the reel is engaging, visually appealing, and aligned with current Instagram trends.

### **Task 3: Instagram Carousel Post**

**Objective:** Design an Instagram carousel post (5-7 slides) on a topic related to healthcare jobs.

#### **Instructions:**

- Each slide should be visually attractive, with clear and concise information.
- Use a combination of text, graphics, and visuals to make the content engaging and informative for the target audience.

#### **Submission Details:**

Please create a single Google Document to submit your assignment. Include the links for all tasks in the document as follows:

- Task 1: Provide the link to your YouTube video or Google Drive.
- Task 2: Share the link to your Instagram reel on Google Drive.
- Task 3: Include the link to your Instagram carousel post.( you don't have to post in anywhere just create in your drive and share the link)

**Ensure that the document's and all the links access is set to "Anyone with the link can view," so we can access your work without any issues.**

Good luck and we look forward to your assignment!