

Task 1

Recruitment Plan for Social Media Manager and Content Writer

1. Social Media Manager

Job Description:

The Social Media Manager will be responsible for strategizing and implementing social media campaigns that resonate with the audience of webtoon lovers. They will actively manage content for platforms such as Instagram, Twitter, and YouTube, engaging followers with posts, community interactions, and multimedia content inspired by the themes and characters of webtoons like Lore Olympus.

Key Responsibilities:

- Develop social media strategies to engage webtoon fans, with a focus on exploring themes of love, power, and identity, as seen in Lore Olympus.
- Create visually captivating posts and stories that highlight major plot points, character developments, and series releases.
- Actively manage the online community, responding to fan questions and creating a space where readers can discuss webtoon content like the complex relationships in Lore Olympus.
- Analyze social media engagement data and adjust strategies to optimize audience interaction.

Key Skills:

- Expertise in social media management platforms (Hootsuite, Buffer, etc.).
- Deep understanding of webtoon content and fan culture, particularly with series like Lore Olympus.

- Strong visual storytelling skills, including knowledge of graphic design tools (Canva, Photoshop).
- Excellent communication skills to represent the brand and interact with the fanbase.
- Experience managing online communities.

Interview Process:

- Resume Screening: Focus on social media experience, especially with visual storytelling and community management.
- Telephonic Interview: Discuss familiarity with webtoon platforms and engagement strategies used in social media management, with specific questions about their knowledge of Lore Olympus themes.
- Practical Task: Create a sample social media strategy for a new webtoon release, incorporating themes of love, power dynamics, or trauma, as reflected in Lore Olympus.
- Final Interview: Meet with team members to review the social media plan and discuss long-term content strategy.

2. Content Writer

Job Description:

The Content Writer will create engaging, creative content for the webtoon's website, blogs, and promotional materials. They will capture the essence of webtoon characters and themes, crafting content that reflects the storytelling style of series like Lore Olympus, where ancient myths are blended with modern themes of identity and relationships.

Key Responsibilities:

- Write compelling articles and promotional materials that highlight the unique aspects of webtoon characters and stories.
- Collaborate with the creative team to produce blog posts, newsletters, and summaries of upcoming episodes, mirroring the intricate character development in Lore Olympus (e.g., the relationships between Persephone and Hades).
- Research trends in the webtoon industry to ensure the content is fresh, relevant, and in tune with what readers are discussing.
- Develop content that resonates with fans of dramatic, character-driven narratives like Lore Olympus, exploring topics such as emotional trauma, power struggles, and romantic dynamics.

Key Skills:

- Strong storytelling and writing abilities, with a focus on narrative-driven content similar to Lore Olympus.
- Knowledge of webtoon trends, particularly within the themes of mythological retellings.
- Ability to create engaging, SEO-friendly blog posts and promotional content.
- Excellent research skills to understand fan expectations and trends within webtoon culture.

Interview Process:

- Resume Screening: Focus on writing experience, particularly in creative or narrative-driven content.
- Telephonic Interview: Discuss the candidate's experience with content creation for webtoon platforms, and ask how they would translate the themes of Lore Olympus into promotional content.

- Writing Task: Ask the candidate to write a short blog post or promotional piece for a webtoon similar to Lore Olympus, focusing on themes of love, identity, and modern twists on ancient myths.
- Final Interview: Review the content produced, focusing on creativity and alignment with webtoon storytelling.

Task 2

One-Week Onboarding Program for New Hires

(Theme: “Top 15 Anime and K-Drama Like True Beauty Webtoon”)

Day 1: Welcome and Introduction to Company Culture

Objective: Introduce new hires to the company’s mission, values, and working environment using engaging elements from True Beauty and other similar series.

Morning Session (9:00 AM – 12:00 PM): Company Orientation

Welcome presentation by HR and key team leaders.

Overview of the company’s mission, culture, and goals.

Introduce the theme of the week: “Discovering Your True Self” inspired by True Beauty.

Activity: Self-Discovery Icebreaker—New hires share a fact about themselves and how it connects to the company’s mission, much like Ju Kyung in True Beauty discovering her identity beyond appearances.

Afternoon Session (1:00 PM – 4:00 PM): Meet the Team

Team introductions and virtual office tour.

Discuss how different departments interact, similar to how characters in Ouran High School Host Club interact and form relationships.

Activity: Pairing Activity—Each new hire is paired with a mentor for the week, building relationships similar to the friendships in True Beauty or Ouran High School Host Club.

Day 2: Training on Essential Skills

Objective: Begin skill-building with training on company tools and processes, integrated with elements from anime/K-dramas like True Beauty that highlight character growth and learning.

Morning Session (9:00 AM – 12:00 PM): Introduction to Essential Tools

Training on key software tools (MS-Excel, MS-Office, project management tools).

Overview of how the company tracks performance and manages tasks, linking the concepts of self-improvement.

Afternoon Session (1:00 PM – 4:00 PM): Content Creation and Management

Training on content writing, social media engagement, and analytics.

Activity: Group Task—Create a mock campaign for a webtoon or anime adaptation, focusing on the romance and humor themes similar to True Beauty.

Day 3: Deep Dive into Company Products and Services

Objective: Equip new hires with a strong understanding of the company's products and services.

Morning Session (9:00 AM – 12:00 PM): Product Overview

Presentation on the company's key services, content creation methods, and customer engagement strategies.

Comparison of the company's brand with elements from True Beauty and other series that emphasize character development and modern themes.

Afternoon Session (1:00 PM – 4:00 PM): Product Demonstration

Hands-on session where new hires explore the company's products and share their feedback.

Activity: Roleplay: New hires take on the roles of customers and social media managers, providing feedback on a product, much like characters in True Beauty adapt and learn through interactions.

Day 4: Employee Engagement and Building Connections

Objective: Foster engagement and help new hires build strong internal relationships, taking inspiration from K-dramas that focus on friendship and teamwork.

Morning Session (9:00 AM – 12:00 PM): Team-Building Exercises

Activity: True Beauty-Themed Trivia—A fun quiz about webtoons and anime like True Beauty that builds camaraderie and teamwork.

Encourage collaboration, much like the friendships and team spirit seen in Ouran High School Host Club.

Afternoon Session (1:00 PM – 4:00 PM): Virtual Social Hour

Virtual meet-and-greet with senior staff and teams, fostering relationships.

Activity: Fan Moments Discussion—Employees discuss their favorite moments from anime and webtoons like True Beauty, fostering a casual and friendly environment.

Day 5: Training on Communication and Customer Engagement

Objective: Enhance communication skills through practical training and customer-focused sessions.

Morning Session (9:00 AM – 12:00 PM): Effective Communication Training

Interactive session on best practices in internal communication and customer interaction.

Activity: Customer Roleplay: Practice conversations with customers in scenarios similar to high-stakes emotional moments in True Beauty.

Afternoon Session (1:00 PM – 4:00 PM): Handling Social Media and Community Engagement

Training on managing social media accounts and engaging with fans, linking it to the way characters in True Beauty build their own social media presence.

Day 6: Evaluation and Feedback

Objective: Evaluate new hires' progress, providing feedback and adjusting the learning plan as needed.

Morning Session (9:00 AM – 12:00 PM): Progress Check

One-on-one meetings with supervisors to review progress.

Evaluation of performance on assignments and tasks completed during the week.

Afternoon Session (1:00 PM – 4:00 PM): Feedback Session

Collect feedback from new hires on their experience, training quality, and areas where they need further support.

Encourage open discussions similar to how characters in True Beauty navigate their relationships through honest conversations.

Day 7: Celebration and Integration into the Team

Objective: Conclude the onboarding week with a celebratory event and ensure new hires feel integrated into the team.

Morning Session (9:00 AM – 12:00 PM): Final Integration

Wrap-up session where new hires share their biggest takeaways from the week.

Activity: Character Reflection: New hires reflect on a character from True Beauty or another similar series that resonates with them and how it aligns with their own professional journey.

Afternoon Session (1:00 PM – 3:00 PM): Virtual Team Lunch

Celebrate the successful completion of the onboarding week with a virtual team lunch, encouraging new hires to bond with their colleagues in a relaxed setting.

3:00 PM – 4:00 PM: New hires are officially welcomed as full team members, with badges, welcome kits, and a “meet your buddy” session.

Methods to Evaluate New Hires' Progress

- Daily Task Check-ins: Supervisors will monitor progress by evaluating the completion of each day's training tasks, providing feedback as necessary.
- Mentorship Feedback: Mentors will share their insights on how well new hires have adapted to the company's culture and tasks throughout the week.
- Self-Evaluation Forms: At the end of the week, new hires will complete self-assessment forms, reflecting on their learning experiences and areas for improvement.
- Performance Assessments: Supervisors will assess new hires based on their participation in team activities, communication skills, and ability to grasp essential tools and process.
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Task 3

Employee Engagement Strategy

Key Objectives:

- **Boost Morale:** Encourage a positive and inclusive atmosphere where employees feel valued and connected to their work.
- **Stimulate Creativity:** Design programs that enhance creative thinking and enable employees to bring fresh ideas to the table.
- **Foster Collaboration:** Create opportunities for employees to collaborate on projects in a way that enhances teamwork, communication, and trust.

1. “Prophecy vs. Choice” Themed Workshops

Objective: Help employees explore the balance between their roles and personal creativity.

Workshop Title: “Design Your Own Prophecy”

Activity: Employees will be invited to create a personal and professional roadmap for their next year at the company. They can explore their professional “prophecy” (goals set by the company) while also designing their own creative path (personal ambitions).

Creative Task: Employees will illustrate or write about their own journey, using visual tools to map out their growth, much like the characters’ journeys in Castle Swimmer.

Outcome: This workshop will help employees align their professional objectives with their creative ambitions, keeping them motivated and focused on both personal satisfaction and company goals.

2. “Underwater Kingdoms” Creative Brainstorming Sessions

Objective: Promote innovative thinking through themed brainstorming sessions where employees work in groups to solve problems creatively.

Workshop Title: “Discover Your Underwater Kingdom”

Activity: Teams will be assigned creative challenges related to company projects. For example, creating a marketing campaign for a webtoon adaptation or imagining a new product feature. Using themes from underwater exploration, teams can envision new and exciting ideas while imagining themselves as explorers like Kappa and Siren.

Creative Task: Each group will present their “kingdom” (a concept or idea) that could benefit the company. This could be a new service, branding initiative, or creative content idea.

Outcome: By encouraging innovative thinking, this workshop will engage employees in forward-thinking projects, keeping creativity high and reducing work monotony.

3. “Love and Acceptance” Employee Appreciation Programs

Objective: Recognize and reward employees’ hard work while fostering a culture of acceptance and understanding.

Activity: Launch a bi-monthly “Beacon of the Team” program, where employees can anonymously nominate colleagues who have gone above and beyond in their roles. The winner will be celebrated during team meetings and receive personalized gifts or perks, such as additional time off or professional development resources.

Outcome: This recognition program will show employees that their efforts are seen and valued, leading to increased motivation and loyalty.

4. “Journey of Self-Discovery” Team-Building Events

Objective: Build team unity by encouraging employees to work together and share their personal growth stories.

Event Title: “Journey of the Beacons”

Activity: Teams will be given a collaborative task, such as designing a new social media marketing strategy or solving a real company challenge, where they must rely on each other’s strengths. Afterward, they will share how the experience mirrored their own journey at the company.

Outcome: This will build camaraderie and give employees a sense of shared purpose, much like how Kappa and Siren rely on each other’s unique strengths.

5. “Siren’s Creative Deep Dive” Workshops

Objective: Encourage employees to develop creative skills outside of their job roles.

Workshop Title: “Deep Dive into Creativity”

Activity: Host monthly creative workshops where employees can learn new skills such as graphic design, storytelling, or even animation, which are all relevant to the company’s creative focus. These sessions will encourage employees to explore their talents, ultimately benefiting the company’s content creation efforts.

Outcome: Employees will feel more empowered to bring their creative ideas into their daily work, leading to a more dynamic and creative work environment.

6. “Kappa and Siren’s Vision Board” Strategy

Objective: Enable employees to visualize their personal and team goals, fostering long-term engagement.

Activity: Each quarter, employees will create vision boards that represent their goals for the next 3 months. This could include projects they want to lead, new skills they want to learn, or even personal development milestones. These boards will be shared with the team, encouraging accountability and shared support.

Outcome: By creating tangible goals and sharing them, employees will feel more connected to their work and more driven to achieve their objectives.