

Specify or Mention about Canva Brand Kit,

-The Colors, The Fonts, The Logo

Social Media Scheduling/ Planner

Metricool

Task

Challenge: Close/ Small Knit Community

Task: Make as USP and make a post

Questions For Matthew-

-How do you make the monthly or the annual social media calendar.

-How do you keep the client/the team informed about the social media posts planned.

-Do they see scheduled post or draft post.

-How do you show the draft post.

-What Strategy do you make?

-Any tip for Content and social media officer role? Or the interview.

-For inhouse roles.

-For making video content.

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Questions asked in first Round of interview

1. Could you walk us through a content project, a written, video or audio. What was your role in the Project and what was the impact? Follow up, Have you managed Brand Ambassador directly by yourself or co...?
2. How do you approach creating inclusive and accessible content for wide range of audiences including International Audiences?
3. What experience do you have with content editing tools? Adobe Premiere Pro, Illustrator, Photoshop or the Canva. How have you used it the professional settings?
4. Could you describe how would you develop Social Media Content plan for the university open day, what platforms would you prioritize and why?

5. Could you please tell us how do you measure the success of social media campaigns, what metrics do you consider? And how do they inform your strategy?
6. Could you tell us about a time when you must deal with negative or sensitive comment on social media? How did I handle it?
7. Could you tell us what your approach is for maintaining effective editorial calendar that can support broader marketing goals.
8. How have you used SEO or Analytics tool like this to optimise content or improve campaign performance For something isn't performing good, or while how could we improve the performance next time?
9. Richmond has quiet a small team, this team requires working close with lot of different internal stakeholders. How do you ensure alignment and smooth collaboration across teams or places I work?

<https://www.richmond.ac.uk/student-life/raul-ambassadors/>

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RAUL Social Media Task - Final Interview Preparation

Likely Task Scenarios

Based on RAUL's brand and your role, expect one of these:

Scenario 1: Student Success Story

Task: "Create a social media post featuring Maria, a Business student from Spain who just secured an internship at a London fintech company."

Scenario 2: Open Day Promotion

Task: "Create a social media post promoting RAUL's upcoming Open Day, targeting prospective international students."

Scenario 3: Academic Achievement

Task: "Create a social media post about RAUL's new partnership with a global organization or recent ranking achievement."

Your Strategic Framework (Present This Way)

1. Audience-First Approach

"Before I create any content, I always start with: **WHO** are we talking to?"

For RAUL, our primary audiences are:

- **Prospective students:** Ages 17-19, international, seeking unique educational experiences
- **Parents/Guardians:** Concerned about quality, safety, career outcomes
- **Current students:** Need community connection and pride in their choice
- **Alumni/Industry:** Building RAUL's reputation and network

2. Platform Strategy

"Different platforms, different purposes"

- **Instagram:** Visual storytelling, behind-the-scenes, student life
- **LinkedIn:** Professional achievements, alumni success, academic excellence
- **TikTok:** Authentic student voices, day-in-the-life content
- **Facebook:** Parent-friendly content, detailed information sharing

3. RAUL's Unique Selling Points (Memorize These!)

- **Founded 1972** - Long heritage and stability (heritage with modern innovation)
- **Dual UK/US degrees** - Unique selling proposition
- **Liberal arts education** - Holistic, interdisciplinary approach (Major & Minor)
- **1,000 students from 100+ countries** - Intimate, diverse community Large group of international students)
- **Mission:** "Think critically, challenge assumptions, work with others"
- **Core values:** Diversity, Choice, Freedom
- **Location:** Chiswick Campus, London
- **Programs:** Business, Communications, Arts, Social Sciences, International Relations
- Critical thinking + cross-cultural skills focus

Final Interview Task

1. Audience & Objective (Current/ Prospect/ Parents , Age....UK, International??) Registratgion (CTA)
2. Content Concept and Platform Justification (Gen Z rely on Insta and Tik tok, Short vidoe is more popular)
3. Accessibility & Discoverability (Alt Text for image, Hashtags, SEO Optimised HHeadings/ Keywords With Emji

4. Measurement & Success (CTR on registration link, Engagement rate Likes, Saves, Share)

I would compare those benchmarks from previous Open Day Campaigns and use insights to refine future posts.

5. Repurposing & Wider Strategy (Tik tok, LinkedIn, Events article, Instagram stories Countdown)

1. Before the Open Day (Teasers, promotions, short stories)

2. Live coverage Q&A Polls,

3. After thank you post

The RAUL difference in action:

→ Liberal arts foundation: Critical thinking across disciplines

→ Dual UK/US degrees: Global recognition and networking

→ London location: Access to international organizations

→ Diverse community: Cultural intelligence built daily

→ Small classes (1,000 students): Personalized support and mentorship

Transforming Perspectives Through Liberal Arts

Liberal arts education fundamentally changes how we approach the world around us. Through this comprehensive educational approach, students, faculty, and staff learn to examine issues from multiple perspectives, fostering the critical thinking skills essential for personal and professional success.

This educational foundation develops crucial soft skills including analytical reasoning, creative problem-solving, and effective communication. These competencies are just as valuable as technical knowledge and often prove equally important for both career advancement and financial success.

Contributions to Society

The true strength of a liberal arts education lies in its celebration of intellectual diversity. When people with different viewpoints and varied experiences come together, they create richer discussions and more innovative solutions. This collaborative environment teaches us how to navigate differences constructively, finding approaches that work for everyone involved.

By learning to appreciate diverse perspectives on the same issues, liberal arts graduates become skilled at building bridges between different communities and finding common ground in an increasingly complex world.

Students of Richmond will also find: - Small class sizes, resulting in high contact hours with faculty - International student body from over 60 countries - Internship and Study Abroad opportunities worldwide

Questions to ask at the end:

How does the Student Digital Ambassador program currently support content creation?

Closure

I'm excited about this role because it combines my performance marketing background with RAUL's storytelling potential. Every student here has an authentic international story - and with my experience in both data-driven marketing and cultural adaptability, I can help turn these stories into powerful content that attracts the right students to this unique community.

What's your approach to writing high-converting ad copy?

(Simple, Pro-level Answer – FireTap Ready)

Answer:

My approach to writing high-converting ad copy starts with **understanding the audience, aligning with their intent**, and clearly showing the value of what we're offering.

◇ 1. Start with Audience Intent

I look at the keywords, funnel stage, and user mindset. Are they problem-aware? Looking to buy? Just exploring options? This helps me shape the message to meet them where they are.

◇ 2. Focus on Value Over Features

I always lead with the **benefit or solution**, not just a list of features. For example, instead of saying “12-week coding course,” I’d say:

“Switch to a tech career in just 12 weeks — no experience needed.”

I want the user to immediately think: *“That’s what I need.”*

◇ 3. Use Strong CTAs and Emotional Hooks

I test clear, action-driven CTAs like “Start Today,” “Get Free Access,” or “Boost Your Skills Now.” I also use **emotional language** where relevant — especially if we’re solving a pain point, like “Stuck in a job you hate? Learn to code from home.”

◇ 4. Align Ad Copy with the Landing Page

High-converting ads aren’t just about the click — they’re about **message match**. I make sure the tone, benefits, and offer are consistent from ad to landing page, which helps improve **conversion rates and Quality Score**.

◇ 5. Test, Learn, and Optimise

I always test **multiple variations** of headlines and descriptions to see what resonates. Sometimes a small change — like a clearer benefit or more urgency — can improve **CTR and conversions** significantly.

WINNING OPEN DAY CAMPAIGN - END-TO-END PRESENTATION

OPENING STATEMENT (30 seconds)

"Open day promotion is critical for RAUL because unlike larger universities that rely on brand recognition, we need to actively demonstrate our unique value proposition. This campaign needs to drive registrations while addressing the specific barriers international students face - distance, cost, and uncertainty about what makes us different."

STRATEGIC ANALYSIS (45 seconds)

Challenge Identification

"The core challenge is that prospective international students can't easily visit London for traditional open days. They're comparing us to larger, more established institutions and need compelling reasons to invest time in learning about RAUL."

Audience Segmentation

Primary: Prospective international students (17-19 years old)

- Need: Proof that RAUL delivers unique value
- Barrier: Distance and uncertainty about small university benefits
- Motivation: Authentic student experiences and career outcomes

Secondary: Parents and families (Key decision influencers)

- Need: Reassurance about quality, safety, and ROI
- Barrier: Unfamiliarity with liberal arts model and dual degrees
- Motivation: Graduate success stories and support systems

Platform Strategy

"Facebook for parent reach, Instagram for visual appeal, LinkedIn for credibility, TikTok for authentic peer influence."

PRIMARY CAMPAIGN CONTENT (2 minutes)

Facebook Version (Parent-Focused)

Strategic Focus: Address parent concerns about quality and outcomes

Visual: Split-screen video showing global map with pins lighting up as students join virtually, then cutting to diverse student panels

Copy:

Your child's university choice shapes their future. See why RAUL might be perfect for them.

RAUL Virtual Open Day - Saturday March 15th, 2pm GMT

What makes this unmissable:

- Live Q&A with parents of current international students
- Dual UK/US degree explanation (and why employers love them)
- Virtual campus tours led by Student Digital Ambassadors
- Financial aid workshop specifically for international families
- One-on-one sessions with admissions counselors

"We chose RAUL because it felt like home from day one. The support system here is incredible, and Sarah's internship opportunities in London have been outstanding." - Parent of current student from India

Since 1972, we've been preparing global citizens in London's most diverse university community. Your child could be next.

Register now - limited spots for personalized breakout sessions.

Link in comments.

#RAULOpenDay #InternationalStudents #DualDegrees #LiberalArts

Instagram Version (Student-Focused)

Strategic Focus: Visual storytelling and FOMO creation

Visual: Instagram Reel showing day-in-the-life montage - students from different countries all preparing for the virtual open day, then quick cuts of campus life, diverse classrooms, London landmarks

Copy:

From your hometown to our London campus - virtually.

RAUL Virtual Open Day
March 15th, 2pm GMT

What you'll discover:

- ✓ Why our 1,000-student community isn't small - it's powerful
- ✓ How dual UK/US degrees actually work
- ✓ Real student stories from 100+ countries
- ✓ London opportunities you can't get anywhere else
- ✓ Virtual dorm tours and campus life reality

"I almost didn't register because I thought I knew everything about RAUL. Best decision I made - the student panel completely changed my perspective." - New applicant

Register now. Your future self will thank you.

Stories highlight: Current students share what they wish they'd known before applying.

#OpenDay #VirtualTour #LiberalArts #RichmondLife #LondonUni

LinkedIn Version (Credibility-Focused)

Strategic Focus: Academic excellence and professional outcomes

Copy:

Richmond American University London Virtual Open Day - March 15th

Discover why RAUL graduates are sought after by employers worldwide.

What you'll learn:

- How liberal arts education develops critical thinking for any career
- Why dual UK/US accreditation opens global opportunities
- Student success stories across industries
- Faculty research and industry connections
- Graduate placement rates and career support

Featured speakers:

- Dr. Sarah Martinez, Academic Dean
- Alumni panel from UN, Goldman Sachs, BBC, and tech startups
- Current Student Digital Ambassadors from 6 continents

This isn't just university information - it's career planning.

Register: link in comments

#HigherEducation #LiberalArts #CareerDevelopment #GlobalEducation

TikTok Version (Peer-to-Peer Authenticity)

Hook: "POV: You're choosing universities and discover this hidden gem in London"

Content: Quick-cut video featuring multiple current students

- "I chose RAUL because..." (different reasons from each student)
- Campus shots showing intimate class sizes
- London location advantages
- Diverse friend groups

Text overlay: "Small university, huge opportunities, global network"

CTA: "Open Day March 15th - see what we're really about"

STUDENT DIGITAL AMBASSADOR INTEGRATION (30 seconds)

Ambassador Activation Strategy

Content Creation Roles:

- Instagram takeovers showing "day before open day prep"
- TikTok videos answering common prospective student questions
- LinkedIn posts from different academic programs
- Facebook Live Q&A sessions with their own families

Hashtag Campaign: #AskARichmondStudent "Current students answer real questions from prospective families in their own authentic voices."

MULTI-CHANNEL COORDINATION (45 seconds)

Email Marketing Integration

"Automated sequences for registered attendees with pre-event content, reminder sequences, and post-event follow-up including recording access and next steps."

Website Optimization

"Dedicated landing page with UTM tracking, mobile-optimized registration form, and integrated calendar booking for one-on-one follow-up sessions."

Retargeting Strategy

"Pixel-based retargeting for visitors who viewed the open day page but didn't register, serving platform-specific content based on their social media behavior."

Cross-Platform Content Calendar

- **Week 1:** Teaser content and save-the-date
- **Week 2:** Detailed program reveals and speaker announcements
- **Week 3:** Countdown content and last-chance messaging
- **Event day:** Live coverage and real-time engagement
- **Post-event:** Thank you content and next steps

TECHNICAL EXECUTION (45 seconds)

Photography Requirements

"Professional photography of diverse student groups, faculty members, and campus life. Plus user-generated content from current students showing authentic daily experiences."

Video Production

"Multi-camera setup for virtual event, plus pre-recorded content packages edited in Premiere Pro for different platform specifications and attention spans."

SEO Optimization

"UTM parameters on all social links targeting keywords like 'London university open day,' 'international students UK,' 'liberal arts London' to capture organic search traffic."

Analytics Setup

"GA4 custom events for registration completions by traffic source, social platform performance tracking, and conversion funnel analysis from social media to enrollment."

SUCCESS MEASUREMENT FRAMEWORK (60 seconds)

Immediate Metrics (Event Day)

- Registration numbers by traffic source
- Live attendance rates
- Real-time engagement during virtual sessions
- Social media share rates and reach amplification

Lead Quality Metrics (1-2 weeks)

- Post-event inquiry form completions
- One-on-one consultation bookings
- Application starts from open day attendees
- Email engagement rates for follow-up sequences

Conversion Tracking (1-6 months)

- Application completion rates from open day attendees
- Enrollment conversion percentages
- Cost per enrollment from social media investment

- Student quality metrics (academic preparation, retention)

ROI Analysis

Investment: Social media ad spend + staff time + video production **Return:** Enrollment value from social-influenced students **Target:** 15% of attendees should progress to application stage

COMPETITIVE DIFFERENTIATION (30 seconds)

Unique Positioning Strategy

Unlike larger universities: "Personal attention from day one - you're not just a number" **Unlike UK-only institutions:** "Two degrees, infinite possibilities" **Unlike expensive US programs:** "American education at London prices" **Unlike online programs:** "Real London experience, real global network"

Content Messaging

"This isn't about selling education - it's about revealing opportunity. Every piece of content should make prospective students think 'I didn't know that was possible.'"

CRISIS MANAGEMENT PREPARATION (20 seconds)

Potential Issues

- Low registration numbers
- Technical difficulties during virtual event
- Negative comments about university size or recognition

Response Strategy

"Pre-prepared FAQ responses, backup technical systems, and trained Student Digital Ambassadors ready to provide authentic responses to concerns in real-time."

CLOSING STATEMENT (30 seconds)

"This open day campaign isn't just about filling registration slots - it's about finding the right students for RAUL's unique community. The multi-platform approach ensures we reach families where they are, while the authentic student voices build trust that traditional advertising can't achieve. Most importantly, it positions RAUL not as a smaller alternative, but as a purposeful choice for students who want something different from their university experience."

ANTICIPATED FOLLOW-UP QUESTIONS

Q: "What if registration numbers are low two weeks before the event?" A: "I'd analyze traffic sources to identify if it's reach or conversion. If reach, increase paid social spend and leverage Student Digital Ambassadors for organic amplification. If conversion, A/B test landing page elements and simplify registration process. I'd also create urgency with limited-space messaging and exclusive session announcements."

Q: "How would you handle technical difficulties during the live event?" A: "Multiple backup systems including secondary streaming platforms, pre-recorded content ready for insertion, and social media teams prepared to keep audiences engaged with real-time updates. Most importantly, transparent communication - acknowledge issues quickly and provide alternatives."

Q: "What's your follow-up strategy for attendees who don't apply immediately?" A: "Segmented email nurture sequences based on their engagement level during the event, retargeting campaigns with program-specific content, and personal outreach from Student Digital Ambassadors. The key is maintaining engagement without being pushy - providing value through student life content and academic insights until they're ready to decide."

PRESENTATION TIME BREAKDOWN

- Opening + Strategy: 75 seconds
- Primary content examples: 120 seconds
- Integration + Technical: 90 seconds
- Measurement + Differentiation: 90 seconds
- Closing: 30 seconds **Total: 6.75 minutes of content, allowing 3+ minutes for discussion**

COMPLETE STUDENT SUCCESS STORY PRESENTATION

End-to-End Approach for RAUL Interview

OPENING STATEMENT (30 seconds)

"Looking at the job description, I see you need content that transforms concepts into first-rate materials while aligning with RAUL's brand. Student success stories are perfect for this because they provide social proof of our unique value proposition while directly supporting recruitment goals. Let me walk you through my strategic approach."

STRATEGIC FRAMEWORK (45 seconds)

Audience Analysis

"Before creating any content, I consider our three key audiences:

- **Prospective international students** - need proof that RAUL delivers on its promises
- **Parents and families** - concerned about career outcomes and ROI
- **Current students** - want to feel proud of their university choice"

Content Positioning

"I'd position this as 'RAUL Advantage in Action' - showing how our specific combination of liberal arts education, dual UK/US degrees, London location, and diverse community creates distinctly advantaged graduates."

PRIMARY CONTENT CREATION (90 seconds)

Sample Scenario

"Let me use Sarah Chen, International Relations major from Singapore, who just secured a policy analyst role at the UN Office in Geneva."

LinkedIn Version (Professional Credibility Focus)

"Here's my LinkedIn approach:"

Copy:

From Singapore to Geneva: RAUL graduate Sarah Chen lands UN policy analyst role at 22

"At RAUL, I wasn't just studying international relations - I was living it. My thesis on ASEAN-EU trade policy was shaped by daily discussions with classmates from both regions. The liberal arts approach taught me to connect economics, politics, and cultural studies - exactly what the UN selection panel was looking for."

Sarah's journey shows the RAUL difference:

- Liberal arts foundation: Critical thinking across disciplines
- Dual UK/US degrees: Global credential recognition
- London location: Access to international organizations
- Diverse classroom: Cultural intelligence built daily
- Small community: Personalized faculty mentorship

Since 1972, we've been preparing global citizens who don't just adapt to change - they lead it.

Ready to join a community where your international perspective is essential?

#RichmondGrads #UNJobs #LiberalArtsEducation #InternationalRelations

Visual Strategy: "Professional photo of Sarah at the UN building, plus carousel slides showing her RAUL classroom experience and diverse friend group."

MULTI-PLATFORM ADAPTATION (60 seconds)

Instagram Version

"For Instagram, I'd adapt to visual storytelling:"

Format: Carousel post with 4 slides

- Slide 1: Sarah at UN headquarters
- Slide 2: RAUL diverse classroom scene
- Slide 3: London campus shot
- Slide 4: Call-to-action graphic

Caption:

Plot twist: Your "small" university graduate just landed a UN role at 22

Sarah's secret weapon? RAUL's unique approach:

- ✓ Liberal arts = adaptable thinking
- ✓ Diverse classroom = cultural intelligence
- ✓ Dual degrees = global recognition
- ✓ London base = infinite opportunities

"I chose RAUL for the community. I graduated with skills no other university could give me."

Link in bio to discover your path.

#IAMRichmond #UNJobs #LiberalArts #GlobalCareers

TikTok Version

"For TikTok, authentic peer-to-peer messaging:"

- Hook: "POV: Everyone said your university was too small, but then..."
- Quick cuts: Sarah at UN, RAUL campus, diverse classroom moments
- Text overlay: "Small uni, big opportunities, global impact"

STUDENT DIGITAL AMBASSADOR INTEGRATION (30 seconds)

"I'd leverage our Student Digital Ambassador program by having current International Relations students share this story with personal additions:

- 'Currently in Sarah's old seminars - can confirm the global perspective is real'
- 'Just applied for similar internships using skills I'm learning here'
- Behind-the-scenes content showing their own classroom experiences"

CONTENT PRODUCTION REQUIREMENTS (45 seconds)

Photography Needs: "I'd coordinate professional photography of Sarah at work, plus lifestyle shots showing her RAUL experience retrospectively."

Video Content: "Short interview segments with Sarah discussing specific moments at RAUL that prepared her for this role - edited in Premiere Pro for different platform requirements."

SEO Optimization: "UTM parameters on all links, targeting keywords like 'international relations London,' 'UN jobs,' 'liberal arts careers' to support organic discovery."

SUCCESS MEASUREMENT (45 seconds)

Immediate Metrics (24-48 hours)

- LinkedIn: Professional shares, International Relations program page visits
- Instagram: Story shares, saves, profile clicks
- TikTok: Comments asking about programs

Lead Generation (1-2 weeks)

- Inquiry form completions from social traffic
- Virtual tour requests
- International Relations program brochure downloads

Conversion Tracking (Months)

- Application starts attributed to social media
- Open day registrations
- Actual enrollment from social-influenced prospects

"I'd use GA4 custom events and CRM integration to track the complete funnel from social engagement to enrollment."

EDITORIAL CALENDAR INTEGRATION (30 seconds)

"This would fit into a monthly student success series, timed with:

- Application deadline periods
- Career services placement announcements
- International Relations program promotion cycles
- UN World Day and similar global events for maximum relevance"

COMPETITIVE DIFFERENTIATION (30 seconds)

"This approach works because it highlights what only RAUL can offer:

- Unlike larger universities, we can tell specific, personal stories

- Unlike UK-only institutions, our students get US networking too
- Unlike other London programs, we combine liberal arts with career outcomes
- Unlike online programs, we provide authentic London experience"

CLOSING STATEMENT (30 seconds)

"This student success story becomes proof of concept for the RAUL experience. It's not just celebrating an achievement - it's showing prospective students exactly how RAUL's unique combination of liberal arts education, dual degrees, and global community translates into career advantage. The content works across platforms while staying authentic to both our brand values and student recruitment goals."

ANTICIPATED FOLLOW-UP QUESTIONS

Q: "How would you handle it if Sarah's story doesn't perform well?" A: "I'd analyze the data first - was it timing, platform choice, or content angle? Then A/B test different approaches. Maybe the LinkedIn version resonates but Instagram doesn't, so I'd double down on professional platforms. I'd also survey current students about which success stories they find most inspiring."

Q: "How often would you create these types of posts?" A: "Based on the recruitment calendar, I'd aim for one major student success story monthly, with smaller achievement spotlights weekly. This maintains momentum without oversaturating feeds while giving us enough content variety to test what resonates most with different audiences."

Q: "How would this integrate with our current marketing strategy?" A: "I'd coordinate with the broader marketing team to ensure these stories support specific recruitment campaigns - amplifying them during application periods, using them to reinforce program-specific marketing pushes, and incorporating them into email nurture sequences for prospective students who've shown interest in particular majors."

TIME MANAGEMENT FOR PRESENTATION

- Opening + Strategy: 75 seconds
- Primary content example: 90 seconds
- Platform adaptation: 60 seconds
- Integration + Measurement: 75 seconds
- Closing: 30 seconds
- **Total: 5.5 minutes, leaving 2-3 minutes for questions**

