



Civilis Content Writer Application

Writers for Civilis Marketing must be able to take topics and transcripts from our clients and turn them into articles or other pieces that convey the client's voice and brand, and in a way that will resonate with the client's intended audience.

To simulate this situation, please **write three 100-word (approximately) selections** about *one* of the topics listed below in *three* different styles:

- Formal – e.g. a CEO in the Forbes 100, a supreme court justice
- Mid-level – e.g. a local real estate agent, an afternoon talk show host)
- Conversational – e.g. an extreme sports athlete, celebrity gossip writer

Available Selection Topics

Note: Please choose only one topic for all 3 styles

- Assassination of Archduke Franz Ferdinand of Austria
- The Gettysburg Address
- The Berlin Wall
- Prohibition in the United States

To assess your ability at writing shorter-form content, please **write one Facebook post and two Tweets** designed to create audience engagement for each of these 3 sample businesses. Include appropriate hashtags and tagging:

- Casual Mexican Restaurant
- Third Party IT Services
- Civil Litigation Law Firm

Submissions should be in a Word document, attached to an email to writer_applications@civilismarketing.com, along with your resume, contact information and any examples of your previous work.

Selections should be free of grammatical and spelling errors, as though they would be delivered directly to the client as the finished product. Submissions that do not include the writing samples as described above cannot be considered.