



## Harriet Ernstsons-Evans | Relationship Manager

School  
logo here

- We work from home and from the office in Telford – my job involves supporting clients with all their PR and communications needs (everything from social media to writing technical guides to articles and radio/TV appearances). Essentially we look after their reputations and help them reach their target customers.
- You don't need specific qualifications to work for Zen or within the PR sector – all of us have had different career paths, I started off as a journalist but we've had others come to us from completely different jobs or straight from school.
- Essential skills: writing! Not just being able to write well, but having a real passion for words. Communication, digital and social media knowledge, being organised and able to manage competing deadlines.



### Subject links of task: English

Main skill(s) that the task is testing



**This is the problem / issue / work task we need to address** – Some of our clients have noticed how popular TikTok is and they want to start using the platform – but they're not sure how to use it effectively for their business.

- *Can you please produce a short guide (around one side of A4) which advises businesses how they can best use TikTok to reach potential customers*
- *You could include: who uses TikTok and its main purposes, dos and don'ts (for example: do include music and captions, don't produce boring or really long videos!), what types of videos get more engagement/likes (and why?), some examples of brands who are already using TikTok effectively*
- *The most important thing to remember is: all of the advice you give must be relevant to businesses*

*If your guide is really good we may even use some or all of it to send to our real clients (we will of course credit you for supporting us with creating this guidance!)*