



Kundiman Communications Manager or Director Communications Assessment

Please create a separate document for your answers, either in Word Doc or PDF format, and submit this along with your application on [Submittable](#) by June 5th, 2022.

- Please make up a literary event and write the following about it. (i.e.: an online workshop, a reading, and you can make up the subject and line-up of readers— feel free to use existing writers!)
 - Copy for the event: 2 paragraphs
 - Abbreviated copy to be used in calendar events: 3–5 sentences/1 paragraph only, which can be adjusted from the longer copy, and doesn't have to be brand-new writing
 - A sample intro to a Kundiman newsletter, as if it were September and we were putting on your imagined event. The newsletter intro should have: A greeting to the community, a brief description of the event (1-3 sentences), and a closing.
- We begin promoting events 6 weeks before the date. Please create a sample timeline for how you would promote this event across Facebook, Twitter, and Instagram.
- Please create a sample social media plans for your imagined event. It should include:
 - A graphic for the event, made using Photoshop.
 - Sample social media posts for the event:
 - 3 tweets (1 month before, 1 week before, and day of the event)
 - 1 Instagram story + 1 Instagram post
 - 1 Facebook post