



Copywriter application exercise

Look at the following two pages about vetAUDIT, a surgical data benchmarking project for vets and vet nurses:

<https://vetaudit.rcvsk.org/>

<https://vetaudit.rcvsk.org/about/>

1) Please take what you believe to be the key information about vetAUDIT and draft copy for a new homepage of the website. The copy you produce should encourage vets and vet nurses to take part in the project, and be appropriate for the web. The amount of text and its structure on the page is up to you.

Feel free to add annotations/comments if you want to provide any explanations for your approach. Please also note where you feel you would require more information that would improve your copy.

2) Imagine that the vetAUDIT project is brand new. Please create two Facebook posts and two Twitter posts announcing the launch of the vetAUDIT project. The posts should be designed to drive the intended audiences to the website.

3) Please write a standfirst, maximum 50 words, that could be used in an enewsletter sent to vets and vet nurses to promote the launch of the vetAUDIT site.

Please save all your work in a single Word document and submit this with your CV and covering letter to recruitment@rcvs.org.uk by Monday 14 October, 7am.

Please note that all three parts of this exercise must be completed in order for your application to be considered.