

Candidate Screening Task

Content Creator Intern: Visual Design, AI Workflows & Content Support

TIMEBOX

3 to 4 hours total

SUBMISSION

One PDF, at least 24 hours before your interview

FORMAT

PDF + links to Canva, Figma, or source files

Purpose of the task

This task tests visual judgement, audience value, AI collaboration, and writing potential. It is **not** designed to test whether you already know Project 54's article system. This role is design-first. B2B article writing, SEO, AEO, GEO, and AI-optimised content workflows are taught after hire.

Scenario

Project 54 works with complex B2B organisations, especially in the energy sector. These companies often have deep technical knowledge, operational proof, and useful insights, but their content is too generic, too cluttered, or too hard for decision-makers to understand quickly. Your task is to take a complex B2B idea and turn it into content that is clearer, more useful, and more visually credible.

Topic

Why Generic B2B Content Fails to Build Trust in the Energy Sector

Target reader

A senior marketing, sales, or business development leader at an energy-sector company. They are busy, sceptical, and not interested in generic marketing claims. They need clear proof, practical value, and a reason to trust the content.

What to create

Part 1 — Visual asset (highest priority)

Create a 5-slide LinkedIn carousel. It should explain why generic B2B content fails to build trust and how stronger visual communication makes complex ideas easier to understand. The design should show:

- Clear hierarchy
- Strong layout judgement
- Good spacing
- Readable typography
- Visual consistency
- A professional B2B feel
- A clear reader journey from slide 1 to slide 5

Suggested structure (change it if you have a stronger idea):

- **Hook slide:** identify the problem clearly.
- **Problem slide:** explain what generic content gets wrong.
- **Consequence slide:** explain why this creates buyer scepticism.
- **Better approach slide:** show how proof, structure, and visuals improve clarity.

- **Next-step slide:** give one practical action the reader can take.

Part 2 — Design decision notes

Write 6 to 10 bullets explaining your design choices. Cover:

- Why you chose the hook
- How you used hierarchy
- How you made the content easier to scan
- How the visual style supports credibility
- What you would improve with more time

Part 3 — Article support outline (not a full article)

Create an outline Project 54 could later turn into a full SEO, AEO, GEO, and AI-optimised article. Include:

- Working title
- Target reader
- Search intent
- Core argument in one sentence
- H1
- 4 to 6 H2 sections
- 5 FAQs
- 2 to 3 proof inputs you would want before writing the full article

You do not need to write the full article. We will teach that process.

Part 4 — Audience value improvements

Suggest 3 ways Project 54 could make this content more useful for the end reader. Examples:

- Add a checklist
- Add a before-and-after visual
- Add a short video version
- Add a downloadable one-page framework
- Add a buyer objection section
- Add stronger examples or proof points

Part 5 — AI workflow log

AI use is allowed and expected. What matters is whether you directed the AI and improved the output.

Include:

- Which AI tools you used
- What you used AI for
- The most important prompt or instruction you gave it
- What the AI got wrong
- What you changed manually
- What you rejected
- How you checked whether the output was good enough
- Which final decisions were yours

What we are assessing

- Visual design judgement

- Ability to simplify complex ideas
- Ability to make content more useful for the reader
- Ability to explain your choices
- Ability to work with AI without handing over responsibility
- Writing potential and structure
- Self-direction under a timebox

What not to do

- Do not submit a generic AI-generated carousel.
- Do not use vague claims without explaining what proof would be needed.
- Do not overfill slides with text.
- Do not use random visuals that do not support the message.
- Do not hide AI use.
- Do not spend more than 4 hours. We want judgement under constraint.

Submission checklist

Before sending, confirm your PDF includes:

- 5 carousel slides
- Design decision notes
- Article support outline
- 3 audience value improvements
- AI workflow log
- Link to source file, if available

Where to send: submit one PDF (include Canva, Figma, or source-file links if used) to info@projectfifty4.com, at least 24 hours before your scheduled interview.