

**Assessment**

Managing Editor, Remote

**Candidate**

James Peterson

✉ jamespeterson@mail.com

**Invited**

May 26, 2020

**Status**

Completed on Aug 17, 2020

**Average score**

85%

**Our rating**

☆☆☆☆☆

 **Anti-cheating monitor**

Device used?

**Desktop**

Filled out only once from IP address?

✔ Yes

Webcam enabled?

✔ Yes

Full-screen mode always active?

✔ Yes

Mouse always in assessment window?

✔ Yes

 **Notes**

I really like James. It's clear he's done content before and knows what makes good content. I'd like to explore his motivation for joining the company further. He addresses his competencies and experience in his answers but doesn't address why us vs another company.



## Test scores

Average score

85%

**English (proficient/C1)**

**100%**

**Reading comprehension**

**86%**

**SEO copywriting**

**71%**



## Personality

16 types

eStj

### ESTJ - The Manager

#### Description

ESTJs are guided by the utmost efficiency, reaching their goals whatever it may take. As extroverted motivators, these individuals are talented at grabbing others' attention and maneuvering them to achieve a common goal. They can easily and promptly read others, managing different group dynamics in the community with ease. They are grounded in a traditional value system, following the law and authority. They believe in the importance of integrity and lead by example. For ESTJs, it is important to back up opinions and thoughts with facts.

ESTJs who are inclined toward sensing are called eStj; those who veer toward thinking are eTj. Focused on their own beliefs, eStjs struggle to connect with others' needs. They value what is familiar, such as habits and routines that help them make sense of the here and now. On the other hand, eTjs are present-focused, constantly scanning their environment to ensure things are running smoothly and according to the law. When making decisions, they rely on logic and facts over their own feelings and wishes.

#### In personal relationships

Their honest and straightforward attitude is present from the first to the last day of a relationship. Friends, lovers, and family members can expect a reliable and dependable person who will always speak their mind. As long as they can handle ESTJ's strong character traits, they can expect committed and long-term relationships. When conflict arises, like in all other areas of their life, they deal with it head-on while remaining rational. ESTJs have difficulty reading others' emotions and can be strong believers in their own righteousness, which doesn't allow room for others to express themselves. This is the main challenge in any relationship with an ESTJ.

#### At work

Great at managing, encouraging, and moving people, ESTJs are extroverts who appreciate and know how to work in groups. Always focused on improvement and development, they remain traditional in their methods while working together toward a common goal. They appreciate rational and logical approaches, and struggle particularly when emotions are brought into the equation. They are extremely loyal, and it is not uncommon for them to stick to one employer throughout their lives.

### **The best attributes of an ESTJ**

- They are talented at reading and managing people. They utilize these skills by leading groups with order and organization, while bringing each person's best qualities to the surface.
- They are hardworking and considered to be highly trustworthy. They embrace difficult tasks and make them look easy, as long as it is the right thing to do.
- Loyal and reliable, they sit on a strong value system that is strictly followed at home and at work. ESTJs follow the truth, keep their word, and want to be regarded as reliable.

### **The main challenges of an ESTJ**

- They struggle with awareness of the future by constantly being focused on the present and being the best at the task at hand. It is easy for ESTJs to get distracted by long-term goals when the here and now is of utmost importance.
- Possessing conservative values and traditions, ESTJs avoid adventurous or risky opinions. As they continuously attempt to follow the truth, abandoning the traditional way of solving issues would mean they were not good enough.
- They can have a judgmental approach.

### **Tips for working with an ESTJ**

- Be organized and concise in your communication. ESTJs despise disorganization and laziness and are not afraid to speak their mind when they see these traits in others.
- Keep trust and honesty as the most highly regarded values.
- Avoid emotional speech and leave extravagant ideologies for someone else. As highly traditional individuals, ESTJs respond better when you do not rock the boat. While they expect you to be true to yourself, keep in mind that they respond better to rationally based logic.

### **Suggested questions for job interviewers**

1. How open are you to new ideas that break conventional norms?
2. What do you take into consideration when offering constructive feedback?  
How do you receive constructive feedback?
3. How do you stay relaxed and what do you do for self-care?

 **Custom questions** **Video question**

**Please briefly explain why you want to become our Managing Editor.**

[View video answer](#) 



**Notes:** Answer is okay. Shows a general understanding of what we want to do with the role, and he references previous results that sound promising. Doesn't go into why at TG, though.

### ≡ Essay

**We're focusing mainly on well-researched, long-form content (2,000-2,500 words) that's optimized for search. We cover topics in HR, hiring/recruiting, and pre-employment testing.**

**Our editing process consists of:**

- **Outline edits**
- **First draft edits**
- **Final draft edits/proofreading**

**Briefly explain how you'd approach the 3 editing stages we mention above and what kind of feedback you would give at each stage.**

At the outline stage, I would see if the overall idea for the content was compelling and if the different parts fit together in a way that made sense.

In the first draft stage, I would make sure that all of the ideas were fully explored and that everything still fit together in a cohesive way.

In the final draft stage, I would check to be sure that the writing matched our voice, that there were no grammatical or spelling errors, and that everything still worked together.



**Notes:** He has the main idea about the role of edits. I would have liked to see a more in-depth answer but he's hit the main points.

 **Essay****Briefly describe what you think makes a piece of B2B content marketing good.**

The key factors to consider when writing a piece of B2B content are:

1. Who is the piece targeting? (In other words, what stage of the Buyer's Journey does this content address?)
2. What information will provide the most value to readers at this stage of the Buyer's Journey?

By answering these questions, you can be sure that you're writing content that is targeted to a very specific persona. This is important in B2C marketing too, but it's even more critical in the B2B space because the target market tends to be much more defined.



**Notes:** Again, main idea is there, but he doesn't really take that step further to explain what makes something "good" (vs just okay)

 **Essay****Please share the URL to your LinkedIn profile.**

<https://linkedin.com/in/james-peterson-66>

