

Think School Assignment: YouTube Content Strategist Role

OVERVIEW:

We're hiring a razor-sharp, insight-driven **Content Strategist** to help us build India's most meaningful and addictive podcast. This is not a "cut reels and post" job. This is for someone who wants to think **before, during,** and **after** the podcast is shot.

GOAL OF THE ASSIGNMENT:

To assess your ability to pick high-value guests, think in narrative arcs, and extract powerful content from longform podcasts, while aligning with Think School's voice, production flow, and growth strategy.

PART A: STRATEGY BEFORE THE SHOOT

1. GUEST STRATEGY:

Suggest **3 ideal guests** for Think School's upcoming podcast episodes. For each guest, answer:

- Who they are (1-line context)
 - Why they're relevant to our audience
 - 4-5 specific themes or insights we should extract from them
 - What unique idea or moment we can anchor the episode around
 - Bonus: Any past interviews they've done that inspired this?
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PART B: POST-SHOOT CREATIVE

We've just shot a [podcast with the founder of Minimalist](#). You will receive a Google Drive link to the footage.

2. REEL EXTRACTION:

- Identify 5 **high-impact reels** (timestamps + titles + hook summary)
- Explain WHY you picked each (emotion, shock, curiosity, insight, relatability)

3. TRAILER CLIPS:

- Suggest 5 alternate clips that can be used for **trailers/intros**
 - Include the timestamp + the actual line/quote
 - Mention what *emotion or curiosity* that quote evokes
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SUBMISSION FORMAT:

- A Google Doc with clear section headers (2 different tabs for the 2 different assignments)
 - Reel timestamps should be accurate
 - Optional Notion/Sheet if you're building a tracker
 - Upload it on google drive and then submit the drive link in typeform.
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REMEMBER:

This assignment is built to reveal how you think, not just what you cut. We're not looking for button-pushers. We're looking for **narrative architects**, **insight hunters**, and **growth hackers** with storytelling in their bloodstream.

If that's you, we can't wait to see what you think.