

Content Development & Communications Internship

Duration: 6 months (part-time)

Department: Content & Communications (Marketing)

Location: Hybrid (remote with one mandatory on-site day per week)

Weekly Commitment: 12–16 hours per week (flexible to accommodate academic schedules)

Mandatory On-Site Day: One day per week, choice of 5:00 PM–10:00 PM or 2:00 PM–6:30 PM for content reviews, workshops, and production sessions

1. Role Overview

The Content Development & Communications Intern will support Cypher's marketing and communications efforts by creating engaging, high-quality content across written, visual, and multimedia channels. This role focuses on producing publishable assets, managing editorial workflows, and analyzing content performance to enhance Cypher's brand and community engagement. The intern will collaborate with Product, R&D, and Design teams to develop content that educates users, promotes products, and strengthens Cypher's market presence.

2. Responsibilities

A. Ongoing Responsibilities (Weekly)

- Participate in weekly content and marketing team standups and attend the mandatory on-site day for collaborative reviews and workshops.
- Maintain and update the content calendar using tools such as Notion or Google Sheets.
- Write and edit short-form content, including social media posts, microblogs, captions, and community responses.
- Draft long-form content, such as blog posts, case studies, how-to guides, and email newsletters.
- Prepare content briefs for designers and video editors, ensuring timely follow-up on deliverables.
- Schedule and publish content using designated platforms and monitor basic performance metrics (e.g., reach, engagement).
- Respond to assigned community inquiries on official channels (e.g., Slack, Telegram, social media) under supervision.

B. Project-Based Responsibilities (Milestone-Driven)

- Produce at least one major content piece per month, such as a blog post, case study, or whitepaper.

- Plan and execute a short content campaign for a product feature or event, from concept development to asset creation, publication, and performance reporting.
- Develop a video script and coordinate the production of one short-form video (e.g., reel or social media clip).
- Create standardized templates, including blog formats, release notes, social media posts, and a brand copy guide.
- Deliver a monthly analytics report summarizing content performance and providing actionable recommendations.
- Present a capstone project at the conclusion of the internship, detailing a content campaign case study (concept, execution, metrics, and learnings).

C. Ad-Hoc Responsibilities

- Assist in drafting press releases, internal announcements, or event-related copy.
- Support on-site events or webinars by preparing copy, slides, or live social media updates.
- Help create collateral for sales or partner outreach, such as one-pagers or presentation snippets.
- Archive content assets, ensuring proper metadata and versioning in Cypher's content management system.

3. Learning Objectives

The internship is designed to provide practical experience and professional development in the following areas:

Content Development

- Master clear, audience-focused writing for social media, web, and email channels.
- Learn to structure long-form content, including blogs, case studies, and product guides.
- Develop storytelling skills to effectively communicate product and research outcomes.

Content Production and Management

- Understand content planning and editorial workflows, including calendar management, brief creation, and review cycles.
- Apply basic search engine optimization (SEO) principles, such as optimizing titles, meta descriptions, and headings.
- Gain experience in scripting short-form videos and briefing visual assets (e.g., image crops, captions, motion directions).

Tools and Analytics

- Use content management and collaboration tools, such as Notion, Google Workspace, or Microsoft Word.
- Learn the basics of content management system (CMS) publishing (e.g., WordPress or equivalent platforms).
- Gain proficiency with social media scheduling tools and basic analytics (e.g., reach, engagement, click-through rates).
- Perform basic performance analysis using spreadsheets to calculate metrics like click-through rates, engagement rates, and A/B test outcomes.

Professional Skills

- Maintain brand voice consistency and exercise sound editorial judgment.
- Collaborate effectively with cross-functional teams, including Product, Design, and R&D.
- Manage time effectively to meet recurring deadlines and handle campaign-driven workloads.
- Develop receptiveness to feedback and iterative editing to refine content quality.

4. Deliverables and Expectations

Key Deliverables

- A maintained content calendar and weekly publishing plan aligned with marketing objectives.
- 4–6 short-form social media content items per week and one major long-form piece per month.
- At least one short-form video script with coordinated production during the internship.
- Content briefs and design requests with clear specifications and acceptance criteria.
- Monthly performance reports with actionable insights and recommendations.
- A capstone presentation detailing a content campaign case study, including brief, assets, metrics, and key learnings.

Performance Expectations

- Demonstrate clear, timely communication and adherence to the mandatory on-site day schedule.
- Produce professional-quality content with minimal factual errors and thorough proofreading.
- Maintain proper version control of drafts and final assets in Cypher's content repository.
- Proactively propose content ideas that align with product milestones and brand goals.

5. Support Provided by Cypher

- Structured onboarding and ongoing mentorship through regular one-on-one meetings with the Communications Lead.
- Training on brand voice, editorial standards, CMS publishing, and basic analytics tools.
- Access to brand assets, templates, content libraries, and design team support.
- Hands-on experience publishing content for real product and community audiences.
- Opportunities to co-host or support webinars, panels, or product demonstrations.
- A certificate of completion and a written performance reference upon successful completion.
- Priority consideration for future internships or roles at Cypher.
- A competitive stipend and, if applicable, reasonable travel support (details provided during hiring).

6. Evaluation and Milestones

Evaluation Cadence

- **Weeks 1–2:** Onboarding, training on brand voice and tools, and completion of a baseline content audit.
- **Month 1:** Publish the first blog post and establish a cadence for social media posts.
- **Months 2–4:** Execute one content campaign (e.g., for a feature or event) and deliver monthly performance reports.
- **Month 5:** Prepare the capstone campaign and refine strategies based on prior campaign learnings.
- **Month 6:** Deliver the capstone case study presentation and hand over templates and content library updates.

Evaluation Criteria

- Quality, clarity, and brand consistency of published content.
- Ability to meet deadlines and maintain an organized editorial calendar.
- Depth of analytical insights in monthly reports and ability to act on performance metrics.
- Effectiveness in collaborating with cross-functional teams and responding to feedback.
- Creativity and initiative in proposing innovative content formats or campaign ideas.

7. Eligibility and Qualifications

Preferred Qualifications

- Current enrollment in an undergraduate or graduate program in Communications, Media Studies, Marketing, English, Business, or a related field.
- Strong written English skills, with the ability to draft content for both technical and non-technical audiences.
- Familiarity with Google Workspace and social media platforms.
- A portfolio or samples of previous work (e.g., blogs, social media posts, scripts) is advantageous but not required.

8. Policies and Expectations

- Interns must sign a standard confidentiality and intellectual property agreement to access proprietary materials.
- All content must undergo internal review and approval (e.g., legal or product team sign-off for technical claims).
- Professional conduct is required during on-site days, workshops, and all communications.
- Flexible accommodations for academic commitments (e.g., exams) may be arranged with prior notice.
- All deliverables must be stored and versioned in Cypher's content repository with clear documentation.