

A modern office interior with large glass windows and a balcony. The ceiling has a grid pattern. The glass reflects the sky and other buildings. Inside the office, three people are visible: a man holding a tablet, a woman in a blue shirt, and another woman. They are standing near a whiteboard covered in colorful sticky notes.

# propel

## **Content Writer Intern**

Propel - Marketing Department





Mohith Kumar Nonaya  
Consulting Director  
Propeltechlabs India Pvt. Ltd. (Propel)  
Campus 10  
One Paramount RMZ IT Park  
Porur, Chennai



18 July 2023  
Chakravarthi

Dear Chakravarthi,

I am pleased to extend an internship offer to you from Propel, for the position of Content Writer Intern in our Marketing Department.

We are pleased by your enthusiasm for the position during our conversations and believe that you have the potential to contribute meaningfully to our team. We're excited about the prospect of you joining us.

This internship will begin with a three-week evaluation period. This initial phase is designed to ensure that the role aligns with your career goals and that you're well-suited to our team and company culture. We will evaluate your performance based on specific criteria, such as your understanding of the role, writing skills, ability to meet deadlines, and adaptability. Please note that this is standard practice and is designed to ensure that the internship will be mutually beneficial.

Upon successful completion of this assessment period, you will officially begin your three-month internship. During this time, you will have the opportunity to work closely with our marketing team, developing skills and gaining experience in content writing, SEO, and content strategy.

You will find attached to this letter a detailed outline of the roles and responsibilities of your position, as well as a roadmap of expectations for the first 30, 60, and 90 days of your internship. We believe that this will provide a clear picture of what your journey with us will look like.

Please note that this is an unpaid internship.

To accept this internship offer, please sign and date this letter in the space provided and return it to the HR Department by 19 July 2023. If you have any questions or need further information, please don't hesitate to reach out to me directly.

We are looking forward to the possibility of working together. Welcome to the team!

Best Regards,  
Mohith

I accept the internship offer for the Content Writer Intern position at Propel

[Applicant's signature with date]  
Chakravarthi



# Job Details

Job Title: Content Writer Intern, Marketing Department

Company: Propeltechlabs India Pvt. Ltd.

Reports To: Content Marketing Manager or Director of Marketing

Internship Duration: 3 months

## Job Description

The Content Writer Intern will support the marketing team in creating engaging and informative written content to represent our various technology services. This role provides an opportunity to learn about and contribute to various aspects of content marketing, from researching and writing articles to contributing to content strategy.

## Responsibilities

1. Content Development: Assist in writing, editing, and publishing content for websites, blogs, videos, social media posts/campaigns, email campaigns, and more.
2. Research: Support thorough research on industry-related topics to develop original content, learning to translate technical information into a more accessible format.
3. Collaboration: Work closely with the marketing and delivery teams to identify and create engaging content.
4. SEO Basics: Learn and apply basic SEO strategies in content creation to increase our company's visibility on search engines.
5. Brand Consistency: Assist in maintaining a consistent brand voice across all written content, aligning with the company's identity and messaging goals.
6. Proofreading: Help proofread and edit content produced by other team members, developing keen editing skills.
7. Content Strategy: Participate in planning and executing a content strategy, assisting with the maintenance of a content calendar.
8. Metrics and Analytics: Monitor web traffic and engagement metrics related to content, learning how these insights inform content and SEO optimization strategies.

## Requirements

1. Pursuing a Bachelor's degree in Marketing/English/Journalism, or related field.
2. Strong writing and communication skills.
3. Familiarity with content management systems (CMS) is a plus.
4. Basic understanding of SEO; preferred.
5. Interest in technology and the ability to grasp complex information.
6. Proficiency in Microsoft Office applications.
7. Excellent organizational skills and ability to meet deadlines.
8. Any samples of written work (academic or otherwise) would be advantageous.

A group of business professionals, including a man and two women, are seated in a circle on white chairs. They are all holding and looking at blue folders or notebooks. The man is on the left, wearing a dark suit and tie. The woman on the top right is wearing a light-colored blazer. The woman on the bottom right is wearing a light-colored blazer and is looking towards the camera. The background is a blurred office setting with a grey floor and a blue wall.

# Performance Expectations

## 30 Day Expectation (Including 3 Week Evaluation Period)

### Orientation and Onboarding

Familiarize yourself with the team, company culture, products/services, and industry. Understand the company's mission, vision, and brand voice.

### Understand the Content Strategy

Gain a solid understanding of the company's content strategy, the content calendar, and SEO basics. Learn about the different types of content created (blogs, social media, whitepapers, etc.), the target audience, and the key messaging points.

### Begin to Contribute

Start contributing to content research, proofreading, and editing tasks. Write short content pieces under supervision, such as social media posts or blog posts.

### Meetings and Collaboration

Actively participate in team meetings and brainstorming sessions.

## 60 Day Expectation

### Develop and Write Content

Write longer content pieces such as whitepapers, with guidance from your supervisor.

### Feedback and Improvement

Receive feedback on your work and demonstrate noticeable improvement in your writing.

### Project Management

Assist with managing the content calendar and scheduling posts. Understand the basics of content project management.

### Performance Check-in

Mid-internship review to assess progress and areas for development.

## 90 Day Expectations

### Manage a Project

Manage a small content project from start to finish, such as a series of blog posts or a social media campaign.

### Advanced SEO and Content Strategy

Implement advanced SEO strategies under guidance and contribute ideas to the content strategy based on your learning and observations.


### Collaborate Across Teams

Collaborate with other teams (e.g., sales, design) for certain projects to understand how content fits into broader company objectives.

### Final Review

End-of-internship review to assess overall performance, key learnings, and potential next steps. The intern should be able to demonstrate a solid understanding of content writing in a marketing context, the ability to work on a project independently, and tangible contributions to the team's work.





# Evaluation Criteria for Content Writer Intern Assessment Period

## **Understanding The Role**

The candidate should demonstrate an understanding of what the role entails and the objectives of the company and the marketing department. They should be able to articulate what they expect to learn from the internship and how they hope to contribute.

## **Research Skill**

The candidate should demonstrate the ability to conduct thorough research, identify reliable sources, and extract key information. This could be assessed through a test assignment where the candidate is asked to research a specific topic related to the company's industry and present their findings.

## **Writing Skill**

The candidate should be able to write clearly, concisely, and persuasively. They should have a strong command of grammar and spelling. An assignment could be given where the candidate has to write a blog post or a short article related to the company's industry.

## **Ability To Meet Deadline**

The candidate should prove that they can effectively manage their time and meet deadlines. Their timely submission of any test assignments should be a part of the assessment.



## **Willingness To Learn & Adaptability**

The candidate should show enthusiasm for learning new skills, such as SEO, content management systems, or industry-specific knowledge. They should be open to feedback and demonstrate an ability to improve.

## **Communication Skills**

The candidate should communicate effectively, whether through email, on video calls, or in person. They should ask relevant questions, clearly express their ideas, and interact professionally with the team.

## **Professionalism And Dedication**

Assess the candidate's punctuality, attention to detail, and overall professionalism during the evaluation period. A dedicated candidate will show interest in the company and industry, take the initiative to learn, and follow through on commitments.

## **Cultural Fit**

The candidate should demonstrate the ability to work well within your company's culture. They should align with the company values and be able to collaborate effectively with the team.