



Content Creation and Communications Intern

About Us

Northern Lights Entertainment SAS (NLE) was created in 2018 by 2 passionate gamer-entrepreneurs from [Sciences Po Paris](#) (35 000+ hours of gameplay and counting). NLE's mission is the development of a new generation of video games and associated media and entertainment, focused on collective social experiences. Based in [Station F](#), the 14-people team is also accompanied by [Paris & Co](#) and, formerly, the [Incubator](#) of Sciences Po Paris.

Our first game, [Nebulae](#), is a massively multiplayer strategy game. It combines the economic, political and military management of a galaxy threatened by the expansion of a deathly Nebula with instances of MOBA space combat in a 3D environment. Nebulae prioritizes PvP and co-op interactions, and will be progressively released on mobile (alpha planned for Q2 2022), with continuous core-gameplay tests already ongoing. By early 2024, the objective is to deliver Nebulae as a complementary, cross-platform experience between mobile and PC. The team has successfully completed its first [Kickstarter campaign](#) in 2019 and closed its pre-seed investment round in March 2021.

Briefing: Your Mission

Create all textual and visual content required for community management & growth of Nebulae. Elaborate and launch marketing campaigns. Paid internship, 6 months.

The Content Creation & Communications intern will report to the Chief Content Officer (CCO) of Northern Lights. The role has both a content creation and a content distribution component, both of which will be critical for the role. The Intern will be responsible for:

Content Creation (in English and French):

- Preparing visual and textual content for Nebulae social media, in accordance with the timeline of our universe, our game lore, the traditions of our species and the history of our interstellar Factions
 - Example: Drafting bite-sized textual content about our Factions or species, creation of visuals based on existing illustrations, or creation of video segments based on existing content.
- Preparing textual content to be used both in-game and for communication purposes
 - Example: Drafting missions, drafting content to enrich our lore, present notable characters or imagine new ones, drafting storyboards for in-game cinematics.
- Preparing content related to studio life, for all communication channels of Nebulae and Northern Lights
 - Example: Drafting a script for videos about backstage work on the game, filming and editing the videos (short-format), occasionally or periodically.
- Preparing content for the press and traditional media
 - Example: Drafting a press-release and a media kit about the studio and/or the game.



Content Distribution (in English and French)

- The Intern will (together with an additional Communications & Community Management Intern) manage the community around Nebulae on our social media, notably Twitter, Facebook, Instagram, Discord and possibly TikTok
- The Intern will be asked to propose improvements to the existing communication strategy of the studio and all existing and future web-content
- The Intern will be asked to imagine and draft marketing campaigns, using relevant business tools (e.g. Facebook ads). The campaigns, based on a test-and-learn approach, should enable the studio to test and validate key commercial hypotheses
- Finally, the Intern will be occasionally tasked to support studio founders with press relations (specifically - media and influencer outreach)

We estimate the percentage distribution of work to be 55% content creation, 20% community monitoring and management, 15% marketing campaigns, 5% press relations and 5% participation in game design processes (if necessary) and studio organization.

Nebulae is a challenging, colossal project - still in early development. Therefore, every positive article, impression and engagement that you will generate will have a disproportionately large positive impact on the company - especially in the long-run perspective. We are a small, enthusiastic and very benevolent team of talented game designers, artists and developers and we will welcome you, and your recommendations, with open arms.

Skills Needed

Essentielles	Bonus
- You prefer large, ambitious projects	- Experience in narrative design
- You agree with our 6 Core Virtues	- Experience in the gaming industry
- You have passion for video-games running through your veins	- Experience in community management
- Flawless written French and English, including meticulous spelling and a pleasant style	- Experience in content creation (journalism, streaming, blogging)
- Disciplined work ethic and attention to detail	- You're a memelord or a memelady
- Previous experience in creative writing / content creation / copywriting is a must	- You can see yourself growing with the company in the long-run, for many years to come ;-)
- Knowledge and understanding of content marketing tools (Facebook & Instagram ads / Twitter ads / TikTok ads and their algorithms)	
- At least 2 bonus skills	