



CONTENT

OVERVIEW

This area is perfect for those who are gifted in written communication, content planning, and organization, and are passionate about creating content that will help women live moments that matter.

POTENTIAL TASKS & PROJECTS

Here are a few potential tasks and projects for the internship. Actual tasks and projects will be determined based on skills, interest, and availability. This internship will be what you make it! We are open to considering any tasks or projects you would like to engage in during your internship.

1. Create downloadable content for online courses
2. Review, record and make suggestions for recycling existing content
3. Develop a content strategy and management plan
4. Contribute to Chrystal's content plan for 2024
5. Write/edit content for Chrystal's platform

OBJECTIVES

Upon completing this internship, the intern will have:

1. Learned to identify the target needs of women in different walks of life through research, observation, and interaction.
2. Identified and created content fitting for online courses.
3. Develop social media copy based on Chrystal's avatar and most commonly used language.

4. Identified effective methods to review, record, and recycle content for use on Chrystal's multiple platforms as well as future projects and products.

Learning objectives for interns are not limited to what is listed above. Roles and responsibilities will be tailored to the specific tools, talents, and interests of each intern.

EXPECTATIONS

As an intern, you are a valuable asset to our team!! We want you to take advantage of the opportunity to refine your skills in a safe place. Our team is committed to providing training and constructive feedback to enhance your skills. But we also want to hear from you! Your voice matters and as an intern, we want you to know we value what you have to offer. For that reason, we have put these expectations in place:

- Commit to 10 hours per week - at least half of those hours should include daytime availability
- Attend Coaching Intensive/ Team In-Person Day, January 29-31, 2026 (Preferred)
- Available for the virtual intern orientation, February 4-5, 2026 (Required)
- Participate in a virtual monthly team meeting, Tuesday at 7 AM CST
- Contribute to team brainstorming and goal setting

SOUND LIKE THE PERFECT FIT FOR YOU?!

[CLICK HERE](#) to fill out the application.

For questions about this role or to apply, email hello@chrystalevanshurst.com.