

Marketing & Community Intern

Type: Paid Internship (Fall 2026 Fellowship Cohort)

Term: Fall semester, Part-time schedule, determined in partnership with the selected candidate, 15-20hrs / week

Compensation: Pay determined by SUNY Poly

Location: Hybrid — Combination of Rome NY (Cyborg office) and remote work

Eligibility: SUNY Polytechnic Institute IMGD students, junior or senior standing preferred (exceptional underclass candidates considered)

About This Opportunity

Cyborg Interactive is partnering with SUNY Polytechnic Institute to launch a paid fellowship for IMGD students. The program places students inside an active indie game development studio, working on a real project alongside the core team.

This is not a watch-and-learn internship.

As the marketing and community intern, you will be a public voice of the studio and the games we are building. You will learn our projects inside and out, help shape how we talk about them, write for our website, run our social media presence, and help us build a real audience of players before we ship. You will have direct access to the team, real ownership over campaigns and content, and your work will drive visible, measurable outcomes.

Responsibilities

- Learn our game(s) in development thoroughly enough to speak and write about them authentically
- Develop marketing strategies and social media campaigns aligned with the studio's release cadence
- Write blog posts and dev updates for the Cyborg Interactive website
- Draft, schedule, and publish social media content across platforms (Twitter/X, Bluesky, TikTok, YouTube, Instagram, etc.)
- Engage with players, followers, and press across our community channels
- Track engagement metrics and report on what's working
- Support studio presence at expos, conventions, and events, including in-person representation when timing allows
- Stay in regular communication with the development team so marketing reflects the actual state of the game
- Participate in weekly team syncs, planning, and reviews as a full team member

Required Qualifications

- Strong written communication — clear, concise, and adaptable to different audiences and platforms
- Demonstrated interest in games as a medium and as an industry
- Working understanding of the major social media platforms and how audiences behave on each
- Comfort learning a game deeply enough to represent it credibly in public
- Junior or senior standing in the SUNY Poly IMGD program (exceptional lower-year candidates considered)

Bonus Skills

Any of these strengthen an application, and we encourage you to apply even if you only have one or two.

- Graphic design experience (Photoshop, Illustrator, Figma, Canva)
- Video editing experience (trailers, gameplay clips, shorts)
- Photography or videography, especially for events
- Familiarity with analytics tools (Google Analytics, native platform insights)
- Copywriting or content marketing experience
- Community moderation experience (Discord, Reddit, forums)
- Experience running or growing a social media presence, personal or otherwise
- Familiarity with indie game marketing patterns (Steam wishlisting, Next Fest, press outreach, influencer/creator outreach)
- Public speaking or customer-facing experience
- Comfortable using Jira/Confluence or other project management/wiki tools
- Game development experience of any kind — you don't need to build the game to talk about it, but understanding how it's made helps

What You'll Gain

- A shipped body of public-facing marketing work you can point to in interviews
- Direct experience running marketing and community for a commercial indie game
- Ownership over campaigns, content, and community that reach real players
- A portfolio-ready case study documenting the work you owned
- A resume-defining production credit anchored in Central New York

Important

We are a lean studio. Reliability matters.

If you commit to a deliverable, it needs to be tracked, communicated, and executed. Public-facing work carries additional weight — what you post represents the studio, and we will trust you accordingly. In return, you will be treated as a real contributor — your work will be in front of players, not stuck in a drawer.

This is hands-on marketing work in a real studio, not an observational internship.