

Content & Growth Intern

ObsessLess | Mental Health / Consumer App / Social Media

OCD (Obsessive Compulsive Disorder) affects millions of people worldwide. It has been described as one of the most disabling mental health conditions, and yet a huge part of people struggling with OCD never get proper treatment. Many wait months, sometimes years, before they get the right help.

That's what we're trying to solve with ObsessLess.

We're creating digital support for people with OCD. Practical, direct, and actually built around what OCD feels like. We're still early, but we're serious. We've built a paid consumer app, reached tens of thousands of people through founder-led content, and are working toward a bigger vision: becoming *the* digital OCD clinic.

Now we want to build a stronger content engine across social, search, and AI discovery.

This is not an internship where you sit in meetings, make fake strategy decks, and wait for someone to tell you what to do. You'll work directly with Mourice, Co-Founder/CEO, and Adrian, Co-Founder/CTO, to test content, build systems, spot what works, and help us reach people who actually need this.

We're looking for someone creative, proactive, and deeply interested in social media, mental health, and building a brand with character. You don't need to check every box. We care more about your fit with the team, curiosity, taste, speed, ownership, and willingness to make mistakes and learn from them than about a perfect CV.

What you'll work on

Your main focus will be helping us build and run the ObsessLess content engine. You'll work on TikTok and Instagram content, founder-led and brand-led profiles, short-form video, content research, some creator scouting/influencer outreach, and testing new ways to reach people through social media.

Your work may include

- Helping create content for TikTok and Instagram across founder-led, brand-led, and format-specific profiles
- Scouting formats, hooks, creators, and trends that perform well in OCD and mental-health content
- Turning strong content patterns into original ObsessLess content ideas
- Preparing hooks, scripts, talking points, and content ideas
- Helping us test different profiles, formats, angles, and content series
- Producing simple short-form video content yourself, or helping direct what needs to be filmed
- Helping us edit videos in tools like CapCut, Instagram Edits, Premiere Pro, Final Cut, or similar platforms
- Uploading, scheduling, and publishing content
- Helping us track basic content performance and collecting learnings
- Helping us build a simple content library with winning hooks, formats, scripts, raw footage, and learnings
- Helping scout creators or influencers who could be a fit for ObsessLess

Who we're looking for/you might be a great fit if you

- Understand TikTok, Instagram, short-form video, and 'internet culture'
- Have a strong feel for what resonates with people aged 18–28
- Can spot why a video works, not just whether it looks nice
- Are creative, fast, and comfortable testing imperfect ideas
- Have taste, speed, and ownership and are interested in mental health and want to work on something meaningful
- Can handle sensitive mental health topics without turning them into cheap engagement bait
- Are comfortable taking ownership, giving ideas and feedback, not just waiting for instructions
- Like working in a messy startup environment
- Can communicate clearly and take ownership of small projects
- Are willing to make mistakes quickly and learn what you don't know yet

Nice to have/These are not required, but they are a big plus

- Experience with CapCut, Instagram Edits, Premiere Pro, Final Cut, or similar tools
- Basic Figma skills
- Experience creating your own content, built your own following or worked on a social media account before
- Experience with TikTok, Instagram Reels, carousels, or creator-style content
- Personal or professional interest in (digital) mental health, psychology, or OCD.

Why join the ObsessLess Team?

You'll get a front-row seat in an early-stage mental health startup with real users, traction, and a clear mission. Our founder has regularly reached 500K–1M+ monthly impressions through founder-led content, and we want to build a stronger, more systematic social content engine around that. You'll get a lot of responsibility but are also allowed to make a lot of mistakes and test out a lot of different ways to reach an audience :)

Practical details

Start date: Flexible

Duration: Min. 3 Months

Compensation: €400/month (on a full time basis)

Our rhythm is usually 2 days a week at UtrechtInc, 1 day a week next to Utrecht Central Station, and the rest remote. You'll need to be able to join us in Utrecht regularly, while also being comfortable working remotely.

How to apply

Send us a short message to:

Email: mourice@obsessless.com

Subject line: Content & Growth Internship at ObsessLess

- Why you're interested in working at <https://www.ObsessLess.com> + short(form) 1–2 minute video introduction about yourself/experience you bring
- Any links to social media accounts, content, videos, designs, or projects you've worked on
- One TikTok, Reel, or social format/series you think could work well for an OCD-focused mental-health brand and why you think it could work well.