



Point Seven Group

Marketing Communications Intern Job Description			
Position	Marketing Communications Intern	Reports To	VP of Business Development and Marketing
Location	Due to COVID-19 this role is currently planned to be 100% remote.	FLSA Status	Non-Exempt
Compensation	\$18.00/hour, position requires a commitment of 10-15 hours per week	Start Date	Immediate — February 2021 (Start dates are flexible)

Point Seven Group:

Point Seven Group (Point7) is a tenured, global management consulting firm dedicated to the commercial cannabis industry. Our world-class team of experts, who have direct hands-on experience in the regulated cannabis industry, is known for agility, speed, and exceptional service. Our success is measured by that of our clients, whether that's winning licenses, creating global brands or expanding operations into new markets. We've developed a holistic service offering that addresses our clients' business needs from pre-application strategy, through licensing, facility and operational setup, compliance, expansion, and exit. We create a custom roadmap for each client, delivered with high-touch service to ensure our clients hit every milestone, in every market, every time.

Summary:

The Point7 Marketing Communications Intern will be responsible for completing a variety of tasks to support Point7's Sales and Marketing Team by developing thoughtful, engaging content to be utilized on Point7's website, Point7's e-mail communications/content calendar, Point7's social media channels and blogs, and in various marketing and sales collateral. The completion of such tasks will provide an opportunity for the Marketing Communications Intern to learn about the various business types and operations within the cannabis industry, and how to overcome challenges and identify opportunities that may accompany those challenges.

Point7 is seeking a Marketing Communications Intern eager to grow within the organization, who is not afraid to take on additional assignments, or to step outside of the role's core job description. This is not your standard low-pressure internship — this is a hands-on opportunity to work side-by-side with seasoned specialists in the cannabis space in an intense, fast paced environment. We are looking for a capable, reliable, tenacious intern who can come in and contribute at the highest level. Applicants with website content development experience, basic HTML, a strong portfolio of writing samples, and deep understanding of digital marketing strategy are preferred. Point7 continues to grow and this role does have the potential to be extended at the conclusion of the internship, or to convert into a full-time role.

The Marketing Communications Intern will report directly to Point7's VP of Business Development and Marketing, and will independently perform a range of assignments, adhering to strict deadlines. ***Given the circumstances of COVID-19, the Marketing Communications Intern should be prepared to work remotely, and/or within Point7's Denver offices should offices reopen during the internship. At time of job posting this role is planned to be a 100% remote position.*** Point7 does not sponsor employment visas. Point 7 is an Equal Opportunity Employer.

Essential Duties and Responsibilities:

- Ability to work autonomously and remotely.
- Collaborate with Point7 team members to finish projects and meet deadlines.
- Provide general administrative and clerical support to the Point7 team, which may include answering/returning phone calls; ordering supplies; emailing partners and clients as a representative of Point7; light copy editing for presentations and marketing collateral; submitting advertisements to media outlets; and requesting advertising specifications from media outlets and event partners, among others.
- Proofreading, general clean-up of documents, creating templates, and supporting technical writing projects, as needed.
- Use Google-suite and various computer programs to maintain file organization, complete assigned tasks and projects, and effectively communicate with the Point7 team as well as clients.
- Develop thoughtful, engaging social media posts for LinkedIn, Instagram, and Facebook.
- Write industry-related blog posts to be published on Point7's website.
- Assist in developing email marketing blasts and managing responses/inquiries.
- Conduct research for and develop Point7's bi-weekly industry newsletter and other recurring monthly communications.
- Develop optimized, keyword rich content for Point7's website, including white papers, blogs, and market reports.
- Assist with multi-phased marketing communications on Point7's CRM system (HubSpot — past experience is not required using HubSpot).
- Field leads and managing some outreach to potential leads.
- Identifying worthwhile events for Point7 participation.
- Event help and occasional travel coordination, as needed.
- Provide reliable and accurate information to incoming callers, vendors, clients and Point7 team members.
- Maintain a flexible and positive attitude as workload and assigned tasks fluctuate, dependent upon the active projects and clients.
- Should be comfortable asking for clarifying information and instructions pertinent to assigned duties.
- Skilled in creating reports from Google Analytics, HubSpot, and SEMRush.

Professional, Interpersonal & Organizational Skills and Abilities

- Self-starter and self-motivated, adept at multitasking and able to pivot with changing priorities.
- Versatile business mind with the ability to develop and implement creative solutions in dynamic environments while working autonomously.
- Strong, professional communication skills, both verbal and written, for internal, third-party, partner, and client interactions.
- Strong organizational skills, managing multiple projects with moving parts.
- Ability to interact with clients, partners, and other business-facing engagements in a professional, and intelligent manner.
- Ability to, and interest in, representing Point7 at industry conferences, and on industry association phone calls.

- Ability to develop and design professional presentations for internal use, and for external clients and partners.
- Strong reporting skills, including the ability to clearly, and regularly communicate with project managers on progress, project gaps, and estimated timelines.
 - Ability to maintain a log of progress that is accessible at all times without the need for 1:1 meetings.
 - Ability to quickly adjust to evolving strategies impacted by these reports.
- Ability to maintain confidentiality when dealing with client, and/or personal team matters.
- Confidence communicating problems or concerns using the correct channels.

Technical Skills, Knowledge and Abilities (Required)

- Pursuit of a bachelor's degree in Business, Marketing, Advertising, Communication or related field of study, ***strongly preferred***.
- Proficient in Google programs, such as Google Calendar, Gmail, and Google Drive.
- Ability to learn and consistently utilize Point7's internal systems and software, including but not limited to: MS Office; Google Suite; Gusto; Monday.com; DocuSign; Xero; Slack; HubSpot; Zoom; Trainual; and Box.
- Ability to create data reports from Google Analytics, SEMRush, and HubSpot.

Technical Skills, Knowledge and Abilities (Preferred)

- Hubspot CRM Experience preferred, for Marketing and Sales-related Roles.
- Previous experience serving in a professional, managerial role with the ability to delegate tasks effectively.
- Knowledge of the cannabis industry and/or professional compliance experience within a comparable, highly regulated industry.

Physical Requirements:

- Prolonged periods of sitting; some standing and bending.
- Occasional lifting of items up to 25 pounds.
- Manual dexterity sufficient to operate a computer and phone.
- Comfortable with periods of prolonged use of a computer and phone.

Work Environment:

- Moderate noise level similar to a typical busy office.

Disclaimer:

The above statements are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. Nothing in this job description restricts the Company's right to change, assign, or reassign duties and responsibilities at any time for any reason.

INTERESTED IN APPLYING?

Email careers@pointsevengroup.com or visit our website: www.pointsevengroup.com/careers