



Point Seven Group

Vice President of Sales and Marketing Job Description			
Position	Vice President of Sales and Marketing	Reports To	Chief Executive Officer
Location	Due to COVID-19 this role is currently a remote position. When safe to resume operations, this role will be based from our Headquarters in Denver, CO, or the Bay Area.	FLSA Status	Full Time Exempt Employee
Compensation	Based on Experience (Range: Base \$70k + Commissions)	Start Date	IMMEDIATE

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 national cannabis industry is continuously growing and Point7 is constantly striving to keep up with the demands of the industry.

Point7 is seeking an experienced Vice President of Sales and Marketing with proven B2B sales experience within the cannabis industry. The VP of Sales and Marketing will report to the CEO and will be responsible for leading Point7's sales and marketing team, establishing and maintaining client relations, developing and implementing content and marketing strategies for an expanded client base, and managing the day-to-day activities of the sales and marketing department. This position requires a knowledgeable leader with existing industry contacts and relationships, and who is a self-starter who can thrive among a small-sized team, in a fast-paced environment, and in an ever-evolving industry. The VP of Sales and

Marketing should have a strong understanding of both B2B consultancy sales and inbound marketing strategies.

Essential Duties and Responsibilities:

- Provide leadership and strategic direction for all revenue producing business development activities.
- Develop and lead implementation of strategic priorities to drive company awareness, prospect lead generation, client acquisition, market share, and value propositions to retain more margin by selling as close to a competitive price as possible.
- Initiate, develop, maintain, strengthen and leverage key industry, strategic partner and client relationships.
- Build and mentor the sales department to generate revenue, achieve team's individual performance goals and professional development, and attain organizational goals and quotas.
- Analyze industry trends and developments, competitive intelligence, and target customer personas, buying needs, and purchasing decision journey, and extrapolate insights into marketing and sales strategy and materials.
- Design detailed and accurate sales forecasting models; provide planning and budgeting to establish high levels of sales success.
- Use knowledge of a B2B marketing and sales strategy requiring SEO content strategies to develop and direct the company marketing function to identify and develop new customers for products and services.
- Utilize analytics and other measurement tools to assess the impact of individual marketing campaigns and the overall marketing strategy. Accordingly, improve the effectiveness of methods, costs, and growth.
- Prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
- Participate in the development of new project proposals, organic growth tactics, and targeted communication outreach to existing and prospective customers to drive revenue. Establish and implement short- and long-range process improvements, goals, objectives, policies, and operating procedures. (Emphasis on implementing mainstream business industry best practices, and standardization/automation where feasible.)
- Pivot to perform other duties as requested by management

Supervisory Responsibilities:

- Will supervise the sales and marketing departments

Knowledge, Skills and Abilities Required:

- A minimum of 7+ years in sales, financial markets/sales, lead generation, or strategic consulting
- A minimum of 3+ years in a sales management position
- Bachelor's degree in Marketing, Communications, or Business.
- Strong history of meeting and exceeding sales and profit objectives, contributing to the significant growth and success of the company
- Proven leadership experience in a cross-functional role leading strategy, planning, prioritizing, and implementation. Willing to combine leadership with hands-on work.
- Strong leadership, mentoring, communication and interpersonal skills that lead to building and inspiring high-performing teams

- Experience building brand equity through marketing communication
- Creative and innovative problem-solver; energetic, approachable, responsive, confident and collaborative
- A self-starter who can thrive among a small-sized team, in a fast-paced environment, and in an ever-evolving industry

Preferred Qualifications

- Cannabis industry sales and marketing experience is preferred.
- Experience operating within a start-up company.
- Ability to accommodate travel to industry events, client/prospect meetings, and employee in-person work sessions (while remote).

Physical Requirements:

- Standing and moving for 2-3 hours at a time
- Long periods of prolonged sitting and standing
- Long periods of prolonged use of office equipment including computers and phones
- Requires normal range of hearing and manual dexterity sufficient to operate a computer
- May require lifting up to 25 pounds occasionally

Work Environment:

- Similar to a busy office
- Constant interaction with internal and external stakeholders

Disclaimer:

This job description is not meant to be all-inclusive of every duty and responsibility that will be required of an employee in this position. VP of Sales and Marketing will be held responsible for all duties as assigned.

INTERESTED IN APPLYING?

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