



## Point Seven Group

Marketing Communications Intern   Job Description			
Position	Marketing Communications Intern	Reports To	Director of Marketing
Location	Due to COVID-19 this role is currently planned to be 100% remote.	FLSA Status	Non-Exempt
Compensation	\$15.00/hour, position requires 10-15 hours per week	Start Date	Immediate — December 18, 2020 (Start and end dates 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 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 Marketing Communications Intern will report directly to Point7's Director of 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. All Point7 employees are required to use internal systems including Zoom, Slack, G-Suite, HubSpot, and Monday.com, our project management system. 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. 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.

### **Essential Duties and Responsibilities:**

- 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.
- Develop thoughtful, engaging social media posts for LinkedIn, Instagram and Facebook.
- Write industry-related blog posts to be published on Point7's website.
- 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).
- Ability to work autonomously and remotely.
- Proofreading, general clean-up of documents, creating templates, and supporting technical writing projects, as needed.
- Provide general administrative and clerical support to the Point7 team.
- 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.
- Should be comfortable asking for clarifying information and instructions pertinent to assigned duties.
- Maintain a flexible and positive attitude as workload and assigned tasks fluctuate, dependent upon the active projects and clients.

### **Supervisory Responsibilities:**

- No direct reports.

### **Knowledge, Skills and Abilities Required:**

- Writing samples required
- High School diploma required
- Attention to detail. Writing work is expected to be fully proofread and polished prior to marking an assignment as completion/requesting Manager review.
- Currently in pursuit of Bachelor's Degree
- Ability to communicate clearly and accurately
- Strong writing background and basic existing knowledge of SEO & keyword research required.
- Understand content marketing techniques and have experience creating an editorial content strategy, creating content themselves, and/or working with creators
- Basic knowledge of Google programs such as Google Calendar, Gmail, and Google Drive
- Basic HTML skills preferred.
- Access and ability to accommodate reliable modes of transportation, when necessary
- Ability to work effectively within a team, as well as independently
- Strong multi-tasking, organizational, and problem-solving skills

- Capable of understanding, interpreting, and communicating Client processes and project requirements
- Basic website management (our site is hosted on Wix) experience is a plus

**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:**

This job description is not meant to be all-inclusive of every duty and responsibility that will be required of an intern in this position. Intern(s) will be held responsible for all duties as assigned.

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**INTERESTED IN APPLYING?**

Email [elise.castelaz@pointsevengroup.com](mailto:elise.castelaz@pointsevengroup.com) or visit our website:  
[www.pointsevengroup.com/careers](http://www.pointsevengroup.com/careers)