



## Point Seven Group

Technical Writer & Market Research Analyst   Job Description			
Position	Technical Writer & Market Research Analyst	Reports To	VP of Compliance and Government Relations
Location	Due to COVID-19, this role is currently planned to be 100% remote.	FLSA Status	Non-Exempt/Part-time
Compensation	\$30.00/hour	Start Date	March 15, 2021

### Point Seven Group:

Point Seven Group (Point7) is a tenured, global, management consulting firm dedicated to serving 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, either 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 Technical Writer & Market Research Analyst is a multifaceted role that will support Point7's Content Writing and Marketing Team by developing thoughtful, engaging content to be utilized in cannabis business license applications, while performing thorough market research related to the evolving cannabis industry. In this role, you will be using your skills and expertise to work with subject matter experts and Clients to obtain an in-depth understanding of a variety of processes necessary to meet Point7 project requirements. You will also perform market research projects, developing, implementing and communicating the results to members of the Point7 Leadership Team. Point7 is looking for an individual who can design, draft, and edit technical and process documentation, organize documents, understand and interpret specific government regulations, and comprehend components of the cannabis industry and business operations.

In this role, you will report directly to Point7's VP of Compliance and Government Relations and will independently perform a range of assignments adhering to strict deadlines. Given the circumstances of COVID-19, the Technical Writer & Market Research Analyst should be prepared to work remotely and/or within Point7's Denver office should the office reopen. At the time of this job posting, this role is scheduled to be a 100% remote position. **Please note: Out-of-state Applicants should not be discouraged from applying. Qualified, disciplined, autonomous candidates may be able to perform 100% of job duties remotely.** All Point7 employees are required to use Point7's internal systems, including Zoom, Slack, G-Suite, HubSpot and Monday.com. Point7 is seeking a

Technical Writer & Market Research Analyst who is 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. Our ideal candidate will have a demonstrated track record of effectively capturing and communicating technical concepts related to internal and operational procedures. **Applicants who have experience in drafting business applications, grants, requests for proposals (RFPs), business plans, investment decks, market research proposals or presentations, or standard operating procedures are *strongly preferred*.** Point7 continues to grow and this role does have the potential to be extended at the conclusion of the internship, or converted into a full-time role.

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

- Work closely with compliance and supporting team members to ensure quality and accuracy of written and presented content.
- Design, draft, and edit technical and process documentation.
- Adhere to the Point7 Technical Writing Style Guide.
- Revise and edit reports, articles, manuals, specifications, presentation materials, and other materials requiring technical edits.
- Ensure documents meet editorial and customer specifications and adhere to standards for quality, format, and style.
- Look for operational efficiencies while documenting content and communicate areas of improvement within process to SMEs and managers.
- Manage a diverse set of research projects and provide timely and actionable market research findings to functional supervisors.
- Quantitative and qualitative data analysis of external research to determine market conditions, dynamics, trends, drivers, size of market for various different cannabis market and business ideas, and growth potential, and investigate new opportunities in adjacent markets and emerging technologies.
- Conduct market research and customer assessments and draw strategic and tactical insights as they relate to Point7.
- Assist in conducting analysis of research studies and create insightful and in-depth presentations to help drive strategy and planning for Point7 and the company's Clients.
- Write and edit business license applications, policies, processes and procedures.
- Read and thoroughly comprehend state and local regulations, legal code, and application requirements to integrate into written material.
- Read and thoroughly comprehend Point7-specific and application-specific vocabulary and writing style to integrate into written material.
- Coordinate with subject matter experts to support team objectives, accuracy of manuals/plans, and written content.
- Conduct research and subject matter expert interviews to draft content.
- Conduct peer edits as required.
- Conduct legal and industry research.
- Coordinate assignments with project managers.
- Maintain clear lines of communication with the Point7 team, confirming understanding of assignments and time constraints for each assignment.
- Conduct other assigned tasks to enhance clients' businesses.

### **Professional, Interpersonal & Organizational Skills and Abilities**

- Self-starter and self-motivated, adept at multitasking and able to pivot with changing priorities.
- Rock-solid work ethic and ability to remain flexible in high volume periods.
- 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, both via email and phone call.
- 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)**

- Bachelor's degree in English, Business, Marketing, Communication Studies or related field of study.
- 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.

#### **Technical Skills, Knowledge and Abilities (Preferred)**

- 2 years experience working in the regulated cannabis industry strongly preferred.
- 2-4 years industry experience as an effective technical writer is strongly preferred.
- Previous experience serving in a professional, managerial role and ability to delegate tasks effectively.
- Previous experience in a writing role, developing concise content for blog posts, market & feasibility reports, journal articles, or other comparable writing experience.

#### **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.*

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#### **INTERESTED IN APPLYING?**

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