



Point Seven Group

Marketing Communications Intern Job Description			
Position	Marketing Communications Intern	Reports To	VP of Business Development and Marketing
Location	NYC, NY	FLSA Status	PART-TIME / NON-EXEMPT
Compensation	\$16.00 - \$18.00/hour	Start Date	Immediate through August 2021

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 up to twenty (20) hours per week. Point 7 is an Equal Opportunity Employer.

Essential Duties and Responsibilities:

- Collaborate with Point7 team members to finish projects and meet deadlines.
- Proficient in use of CRM; HubSpot experience preferred, but not required.

- Develop keyword-rich content for Point7's website, producing between 3-5 blog posts and/or industry-specific articles per week.
- Manage Point7's Instagram, Facebook and LinkedIn accounts, developing 10-15 engaging content posts per week that are aligned to Point7's marketing and business development strategy and goals.
- Respond to social media inquiries and/or escalate leads to the Director of Business Development.
- Manage the *Breaking the Grass Ceiling* Instagram and Facebook accounts.
- Support the business development and marketing team in the proposal development process.
- Support the business development and marketing team in maintaining Point7's website.
- Design, develop and provide original written content for various marketing pieces, including but not limited to email campaigns sent via HubSpot; service one-pagers; mailers; postcards; and merchandise.
- Support market research efforts by researching upcoming cannabis markets and developing industry-specific and/or market-specific reports.
- Identify and evaluate cannabis events, speaking opportunities and/or sponsor opportunities that are aligned to Point7's business development strategy.
- 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.
- 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.
- Assist in developing email marketing blasts and managing responses/inquiries.
- Develop optimized, keyword rich content for Point7's website, including white papers, blogs, and market reports.
- Assist event planning and occasional travel coordination, as needed.
- Ability to develop and design professional presentations for internal use, and for external clients and partners.
- Maintain a flexible and positive attitude as workload and assigned tasks fluctuate, dependent upon the active projects and clients.
- Create reports from Point7 Reporting Tools: 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.
- Ability to work autonomously and remotely.
- 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.
- 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.
- 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 a 1:1 meeting.

- 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)

- CRM Experience required, HubSpot experience preferred, not required
- 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