



Point Seven Group

Marketing Communications Intern Job Description			
Position	Marketing Communications Intern	Reports To	Director of Business Development
Location	NY, New York	FLSA Status	PART-TIME / NON-EXEMPT
Compensation	\$18.00/hour	Start and End Date	10-Weeks (June-August, flexible start/end date)

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.

Location:

Point7 employees and consultants have been 100% remote, with intermittent travel for events and team meetings, since 2020. This position will be primarily remote, though the company is exploring office space in NYC and should the company open offices in NY, the Marketing Communications Intern would be invited to work alongside colleagues. While working remote, the Marketing Communications Intern will be expected to work in an environment that allows for productive, focused work.

Summary:

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 Point7 Marketing Communications Intern will be responsible for completing a variety of assignments to support Point7's Sales and Marketing efforts. Assignments will include work such as 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 assignments 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.

The Marketing Communications Intern will report directly to Point7's Director of Business Development, 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:

- **Website**
 - Develop keyword-rich content for Point7's website, producing 3 blog posts and/or industry-specific articles per week and market reports as markets update.
 - Support the business development and marketing team in maintaining Point7's website.
- **Client Facing Assignments**
 - Support Point7 client projects upon request. This may include writing, editing, formatting, research, scheduling, agenda or presentation preparations
- **General Content Creation**
 - Develop articles and blogs for Point7's website, as well as aligned social media posts designed to drive traffic to newly created content
 - Ability to develop and design professional presentations for internal use, and for external clients and partners.
- **Marketing & Social Media**
 - Prepare Point7's weekly newsletter and send it every week on Fridays, following the newsletter SOP to be provided upon hire.
 - Draft, create, proofread and prepare four (4) communications to Point7's Partners to be sent over an 8-12 week span.
 - Draft, create, proofread and prepare four (4) communications to Point7's existing client base to be sent over a 8-12 week span.
 - 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.

- Develop articles and blogs for Point7's website, as well as aligned social media posts designed to drive traffic to newly created content
 - Respond to social media inquiries and/or escalate leads to the Director of Business Development.
 - 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.
 - Manage the *Breaking the Grass Ceiling* Instagram account.
- **General Support of Marketing/Sales Team**
 - Updating contact and company records in HubSpot
 - Supporting team in organizing and updating various marketing lists.
 - Support the business development and marketing team in the proposal development process.
 - Assist in the management of email campaigns responses/inquiries.
 - 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.
- **AdHoc/Admin**
 - 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.

Professional, Interpersonal & Organizational Skills and Abilities

- Capable of 'owning' work from start to completion
- 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 maintain confidentiality when dealing with client, and/or personal team matters.
- Maintain a flexible and positive attitude as workload and assigned tasks fluctuate, dependent upon the active projects and clients.

Technical Skills, Knowledge and Abilities (Required)

- Three professional references required
- Able to use Point7's time tracking software (Xero) recording time worked across a broad range of projects
- Pursuit of a bachelor's degree in Business, Marketing, Advertising, Communication or related field of study.
- Proficient in Google programs, such as Google Calendar, Gmail, and Google Drive.
- Ability to quickly 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; and HubSpot.
- Proficient in technical writing and business correspondence.
- Aptitude with various social media platforms as well as the data tracking tools associated with them.
- Organization and time management skills.
- Experience managing multiple projects and adhering to deadlines.

Technical Skills, Knowledge and Abilities (Preferred)

- CRM Experience preferred; HubSpot is Point7's current CRM.
- Knowledge of the cannabis industry and/or professional compliance experience within a comparable, highly regulated industry.
- Experience with professional content creation.

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:

- Ability to work professionally, attentively, effectively expediently in a remote location.
- Constant interaction throughout the day with company colleagues, clients, and external stakeholders.

Travel Requirements:

- Travel is a job requirement for the vast majority of Point7 employees.

COVID-19 Vaccination Requirements:

- Given the nature of our work, consulting clientele across the U.S., as well as in other countries, all new hires are required to be fully vaccinated at the time of hire and must be able to provide supporting documentation.
- Point7 must wear masks in company offices, visiting clients, and in other situations as required.

Disclaimer:

The above statements are not intended to be an exhaustive list of all responsibilities, duties, and skills required of this position. 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