



Point Seven Group

Marketing Intern Job Description			
Department	Marketing Intern	Reports To	VP of Marketing
Location	2600 West 29th Avenue, Suite A Denver, CO 80211	FLSA Status	Non-Exempt
Compensation	B.O.E.	Start Date	IMMEDIATE

Point Seven Group

Point Seven Group (Point7) is a global management consulting firm dedicated to the commercial cannabis industry. Our world-class team represents more than 37 years of industry experience spanning dispensary design and operations, cultivation and manufacturing and has supported more than 100 clients across 56 regulated markets worldwide.

We've developed a seven-phase service offering incorporating specific, compliant and proven best practices. We create a custom strategy and roadmap for each client, delivered with high-touch service to ensure that our clients hit every milestone, in every market, every time.

Summary:

The Point Seven Group Marketing Intern will work side by side with our team of specialists to and gain direct, hands on experience in all aspects of marketing and operations within the cannabis industry. The Marketing will be responsible for implementing a broad range of marketing, business development and administrative tasks to support the Point Seven Team and company operations. The completion of such tasks, as delegated to the Marketing Intern by the Vice President of Marketing, Colleen Eager. These tasks may range from administrative duties to more specialized projects that pertain to the wide array of Clients that Point Seven Group has been engaged to support.

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.
- Fielding leads and managing outreach to potential clients, partners and media outlets
- Managing the 2019 Conferences & Event Calendar including:
 - incorporating new events
 - reviewing sponsorship agreements
 - supporting pre-post conference communications plans
 - monitoring deadline schedules for speaker submissions and sponsorship deadlines.
- Support Social Media program through
 - implementation of the content calendar
 - continual monitoring of news for relevant sharing

- o expanding following of relevant pages/influencers
- Content writing as directed by the VP of Marketing including:
 - o blog, social media, eCommunications, posts
- Proofreading and general cleaning up of documents, creating templates, and supporting technical writing projects, as needed
- Provide general administrative and clerical support to the Point Seven team
- Provide reliable and accurate information to incoming callers, vendors, Clients and Point7 team members
- Use Google-suite and various computer programs to maintain file organization, complete assigned tasks and projects, and effectively communicate between members of the Point7 team as well as Clients
- Feel comfortable and encouraged to ask 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:

- High School diploma required
- Ability to communicate clearly and accurately
- Ability to write in a professional and concise manner
- Basic knowledge of Google programs such as Google Calendar, Gmail, and Google Drive
- 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

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.

Employee Signature

Date