

JOB DESCRIPTION

Position: Marketing Intern

Date: February 4, 2020

Location: Portland, Maine



Opus Consulting Group

Opus Consulting Group (OCG) provides performance management advisory to improve operations, financial performance, and strategy execution for our clients. Opus Consulting Group is organized into three divisions: Opus Consulting Group (OCG), Nucleus One (N1) and Opus Ventures (OV).

OCG is a New England based consulting firm supporting clients during phases of growth and transition. We develop close trusted advisory roles with our clients and have assisted over 170 clients across the globe. N1 is a cannabis-based consulting practice with success in license acquisitions, project financing, PM oversight and operational launch across the US. OV is a newly formed Venture Capital fund with a focus on impact investing in early-stage companies.

Our company is seeking a Marketing Intern who will be working on internal marketing related activities for all divisions as well as assigned to client-related projects as needed. The ideal candidate will have an entrepreneurial mindset, adapt well to new challenges and enjoy working in a fast-paced environment. Highly qualified interns may be offered a full-time position upon graduation. Experience in social media, graphic design, content development in a business setting are preferred but not required.

Duties and Responsibilities (under management supervision)

- Coordinate media presence such as advertising, media, web banners
- Represent and promote division at conferences and trade shows
- Oversee coherent branding efforts
- Conduct market research
- Enter information into spreadsheets, databases and CRM
- Sort, organize and file paperwork electronically
- Update social media, blog post and related content
- Draft content for newsletters and other trade publications
- Website maintenance (Word Press, Google Analytics)
- Prepare press releases and announcements
- Other tasks as necessary

Competencies:

- Demonstrated professional written, verbal, and interpersonal communication skills
- Ability to grasp new technologies, processes, and procedures quickly
- Ability to produce quality work within tight deadlines while managing multiple projects
- Must have strong analytical, reasoning, and problem-solving skills

- Ability to work in a team environment and adapt to fast-changing circumstances
- Overtime work may be required during peak times to meet departmental and company deadlines; must be dependable and follow attendance/punctuality guidelines
- Excellent time-management skills; ability to effectively plan and prioritize and adhere to schedules
- Ability to focus; attention to detail
- Ability to remain calm in periods of high stress or unusual activity
- Ability to maintain confidentiality and absolute reliability and honesty

Physical Requirements:

- Extended time sitting, standing, walking, bending, climbing stairs, pushing, pulling, stooping, kneeling, crouching, and reaching
- Ability to lift and carry up to 50 pounds for a distance of 100 feet
- May spend extended periods operating a desktop computer, requiring hand-eye coordination and finger dexterity; and communicating face-to-face, on the phone, and in writing
- Must have reliable transportation as travel to multiple locations in New England may be necessary
- Ability to travel by air and attend tradeshow or client meetings is required

If you feel you are qualified for this position, please apply with a cover letter and resume to jobs@opuscg.com or through the appropriate application link.