



Pardot Coordinator

NisonCo is the leading cannabis industry PR and SEO firm. With active relationships with thousands of journalists and outlets, and connections to thousands of industry specific companies, networking and exposure are the core of what we do. Since our founding in 2013, we've worked with over 125 companies to increase brand awareness. Our all-remote team has a proven track record of successful political advocacy in support of the legalization of cannabis and other socially-responsible causes.

As a Pardot Coordinator, your role is to help our businesses development and public relation teams to find new leads and help keep in touch with old leads that might have turned cold. You'll help us with follow-up using our CRM, Salesforce and marketing tool, Pardot and be responsible for sending out personalized and blast emails to supplement our team's efforts.

The work supports the organization as a whole, as we're managing thousands upon thousands of contacts which keep our organization working and ensure we're being our best selves. Whether it's helping to keep report relationships fresh and thus making our clients happy or building new relationships with potential clients to afford us the opportunity to continue to grow, and you with us.

The "What"

Overall: You're the owner of managing large amounts of data and managing large email campaigns to help keep us on track.

Big data enthusiast: You can look for patterns, questions and action items from large datasets, build email lists and compose emails for mass and 1:1 emails.

- Willingness to learn new tech tools and provide suggestions on use cases once you have an understanding of the tool.
- Creativity in drafting emails, capturing our brand voice and customizing outreach when applicable to biz dev and reporting relationships.
- Managing our data for tasks such as:
 - Using pardot and 'tear sheets' for leads after they finish automated path
 - Tracking and staying in touch with intakes who didn't sign or went with another firm



Pardot Coordinator

- Tracking and staying in touch with previous clients
- Using LinkedIn strategically to target folks who opened emails but didn't click, former clients and old leads who were serious but didn't sign with us
- Cleaning our lists for general list mgmt

Cannabis/Hemp/CBD/Psychedelics and general emerging industries connoisseur: You can speak of these industries from a deep well of knowledge and passion, and a commitment to facts

- Knowing rather than needing to learn about the industry to provide more thoughtful suggestions to our clients, reporters, and team members.
- Having an understanding of cannabis and its many accessories and consumption techniques, as well as CBD and psychedelics. You do not need to be a consumer yourself, but you must know the language and the culture of these spaces.
- Being interested in the future-focused industries, like green energy, crypto and other breakthroughs that'll change the way our world work.

The “How” – Keys to Success!

100% follow-through: Stay on top of all emails, specific tasks, follow-ups and general areas of work. When deadlines won't be met, renegotiate well in advance.

Ownership: You care deeply about getting results in your realm, and you do what it takes to get them, including paying attention to small details, anticipating problems, offering creative solutions, driving work forward, and course-correcting when needed.

Organization: You prioritize work appropriately, following up with projects, checking in with reporters and the team, and keeping and managing SOPs to communicate knowledge and processes to others.

Relationship-Oriented: You recognize the deep importance that relationships with clients and reporters play in our work, and you build rapport and trust with others.

Action-Oriented: Your bias is toward getting things done. That doesn't mean that you rush through gathering the appropriate information first, but you drive work forward with an urgency to see results.



Pardot Coordinator

Attention to detail: You look deeper than most to make sure the work is done right, knowing your work reflects your reputation.

News Proficiency: Consistently monitor news for emerging trends and news hooks, as well as to deepen understanding of the space and the issues that matter (or might eventually matter) to our clients.

Flexibility: Can work with clients and the team on rolling deadlines. Able to pivot quickly to new topics or work with little notice on a time-sensitive project

Connection: You foster meaningful relationships with coworkers and participate in group discussions/group spaces (like Slack).

Communication: You work well in a remote environment, which poses different communications scenarios than a regular office job.

NisonCo is an equal-opportunity employer and we do not discriminate based upon gender, race, national origin, disability, age, religion, sexual orientation, or gender expression.

This is an hourly remote position with a three month trial period for the both of us, upon successful completion you'll be granted full time status and access to our benefits.

Compensation begins at \$18/hour. Please email haley@nisonco.com with the subject link "I'm your next Pardot Coordinator" and include your resume or LinkedIn and a little bit about yourself, like how did you find the position, why are you excited about PR work, how did you end up wanting to work in the cannabis industry?