

Herb

Editorial Intern

Mission Statement

Our mission is to completely smash the stigma that surrounds cannabis and open people's minds to the magnificent potential of cannabis.

Overview

HERB is the reliable one-stop shop for everything cannabis-related. We help consumers and businesses connect via trustworthy content. Our community uses HERB to find curated strain recommendations, discover local dispensaries, purchase products, and entertaining viral video content. Hundreds of businesses use HERB for brand exposure to cannabis users.

Traction

In less than 3 years, we've grown the community to over 4 million unique monthly visitors, 8 million followers on Facebook, and push over 200 million monthly video views. We closed our seed round from world-class investors including Lerer Hippeau Ventures (founders of BuzzFeed, Huffington Post, NowThis, The Dodo), Liquid 2 Ventures (Joe Montana), Slow Ventures (early Facebook employees and investors in Pinterest, Nest, and Slack), Michael Lazerow (early investor in BuzzFeed, Tumblr, and Facebook), Shiva Rajaraman (Spotify, Google, YouTube), and more.

Responsibilities:

Editorial interns will be mentored by HERB writers, perform similar tasks and receive individualized feedback. Reporting to the Editor-In-Chief, writers are responsible for the daily output of articles and will be subject to a daily quota. Writers should see themselves as cultural curators defining a movement. Writers are expected to research, conduct interviews, proofread, and file articles, profiles, news stories and features. Additionally, writers may also edit or write scripts for the video team. Interns will work out of the HERB head office at 325 Front St. and will attend daily editorial meetings.

Requirements:

- Ability to work independently and make decisions with confidence
- Also able to work as part of a large team and liaise regularly with reporters
- Willingness to work long hours when the story requires
- An ability to work at the speed of the internet
- Thorough understanding of the social web, copyright issues, and fact-checking
- A passion for and an understanding of the cannabis industry
- Proven editorial skills and outstanding command of the English language
- A comprehensive understanding of WordPress and basic design skills
- Basic to intermediate technical understanding of HTML and CSS
- Ability to write captivating headlines
- The ability to quickly pick up latest platforms, technology tools and marketing

If you are interested in an internship position, please contact Tyler Fyfe (tyler@herb.co) and Sarah Cavan (sarah@herb.co) for more information.