Solecito

Position Title: Business Marketing Student

Background
Solecito is a family-owned and operated specialty food manufacturer based in North Vancouver. Solecito’s products are sold in over fifteen retailers including grocery chains like Whole Foods and Choices Markets, independent local markets, and farmers markets across the Greater Vancouver area.

Managed by the Centre for Sustainable Food Systems at UBC Farm, the Food Systems Career Development program aims to engage UBC students with their local food system and create opportunities to experience the working environment of a food sustainability focused organization. Students work alongside food systems practitioners and faculty to increase their understanding and knowledge of food systems work, from organic agriculture to food production methods, food-focused community engagement, and business management.

Solecito is currently focusing its effort on growing brand awareness in the local market in order to increase sales. The Business Marketing student will assist the Solecito team in drafting a marketing strategy for its products and in creating innovative customer engagement strategies. The student will have the opportunity to grow their food business network by working with experienced marketing professionals, to experience first-hand the growth of a small business, and to hone sales, business management, and project management skills.

Students are expected to enroll in the Career Development course (LFS 496 - 6 credits) from May to August. At the end of the 26-week program, students will be eligible to receive course credit towards their UBC degree.

Duties
The Business Marketing student will work alongside the Solecito family on the following tasks:

- Apply knowledge of local food systems to create and implement a marketing strategy (including a social media strategy to increase brand awareness).
  - Identify potential customers or untapped markets for Solecito’s products.
  - Conduct market research on new products.
- Find creative and unique opportunities for new customers to sample products.
- Implement the marketing tactics in the local market and provide ongoing feedback to revise the objectives and strategy.
• Act as a brand ambassador at identified events, markets and functions in a professional and courteous manner.
• Analyze and interpret metrics to provide ongoing feedback to revise the objectives and strategy.

Preferred Qualifications
• UBC student eligible for LFS 496
• Energetic, self-motivated individual with an entrepreneurial mindset
• Outgoing and personable
• Excellent verbal and written communication skills
• Organized, detail-oriented, reliable and trustworthy
• Ability to take initiative and exercise excellent judgment
• Ability to work effectively both independently and collaboratively within a team
• Experience working with company social media channels (including, but not limited, to Facebook, Twitter, Instagram, and Pinterest) an asset

Position Details
• May to August 2020 – 6 credits over the course of one semester for a total of 252 hours (averaged to approx., 18 hours per week)
• Flexible schedule to be determined with the candidate. Workshop liaising may require occasional evening or weekend duties.
• This is an unpaid, for credits, program.

How to apply
Along with your resume please write a brief letter (max. 500 words) outlining the following:
• Apply by submitting one Adobe PDF document combining a cover letter and résumé.
• The cover letter should be maximum 500 words, state which position you are applying for, and what you hope to gain from such an experience or how you feel this experience would contribute to your overall learning and education at UBC.
• Email: Andrea Blendl, andrea@authenticmexicanfoods.ca
• All applications should clearly refer to “Career Development Program”
• Application deadline is March 15, 2020.
• Please no phone calls
• More information about the Centre for Sustainable Food Systems and Solecito can be found at ubcfarm.ubc.ca and www.solecitosalsas.ca.