Career Development Practicum

Faculty of Land and Food Systems
THE UNIVERSITY OF BRITISH COLUMBIA

Social Nature
Practicum Opportunity: Community Marketing

What is the Career Development Practicum in Land & Food Systems?
The Career Development Practicum in Land & Food Systems provides UBC students with for-credit opportunity to apply degree-based learning in a mentored professional setting. Through applied practice placements with land and food systems practitioners and application of the Designing Your Life Framework, students learn how their academic training, as well as their personal values, interests, and strengths, support their sustainable land and food systems career aspirations.

Social Nature – Learning Objectives
Social Nature is a Vancouver-based business building brand leadership in natural product social influence marketing. How does it work? Social Nature’s community of more than 200,000 trusted influencers are provided with natural products for free in exchange for reviews, with the goal to inspire people to #trynatural.

The Social Nature practicum student will learn how to support consumer product brands in engaging their target consumers through Social Nature’s marketing community and receive an authentic social proof to gain the attention of mainstream grocers and retailers in North America. By the end of the practicum, students will be able to:

- Understand the intricacies of the natural consumer goods and services industry (with a heavy focus on food and beverage companies).
- Identify retail, grocery marketing industry trends.
- Assist teams in developing user acquisition strategies, community marketing, online marketplaces, software-as-a-service, lead generation, and business development.
- Apply the methods and principles of Design Your Life Framework to empathize, define, ideate, prototype, and test current goals to build a meaningful practicum experience.
- Reflect and articulate the skills learned, values enacted, and strengths applied throughout their practicum.
- Connect with peers, community partners, and the world of work to enhance their professional imagination.
- Relate and describe their practicum experience to a prototype of future career paths.

For this practicum opportunity, students are expected to enroll in the Career Development Practicum course (LFS 496). At the end of the program, students will be eligible to receive course credit towards their UBC degree.

Educational Opportunities
The Social Nature Practicum Student(s) will learn alongside the host team via the following activities:

- Assist the inventory management of natural food product samples/marketing materials library.
- Research trends in the natural consumer packaged goods industry, and providing relevant updates to strategy meetings.
- Assist the writing and publishing of our social media content and community blog content. Add community-generated content to our vendor dashboards.

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www.landfood.ubc.ca/ubcfarm
- Assist campaign logistics: Create a brand profile and product pages for each new marketplace vendor. Assist with logistics with our warehouses across Canada and USA.
- Share ideas to improve the community or vendor experience based on trends you see in the support tickets. Provide input and testing (QA) support on new product features.

Who can apply?
UBC students from a variety of disciplines who are eligible for LFS 496 are encourage to apply. The following academic backgrounds and abilities will be considered assets:
- Food systems knowledge will be considered an asset (e.g., LFS 250)
- Energetic, self-motivated individual with an entrepreneurial mindset
- 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

Timeline
- September to December 2020 or April 2021, depending on availability.
- Number of hours is dependent on length of the Practicum and number of credits:
  - 6 credits over one semester (September to December), for a total of 234 hours (or average of 18 hours per week)
  - 6 credits over two semesters (September to April), for a total of 234 hours (or average of 9 hours per week)
- Flexible schedule to be determined with the candidate.
- This is a for-credit practicum experience. There is no financial compensation associated with this learning experience.

How to apply
- Apply by submitting one Adobe PDF document combining a cover letter and résumé.
- The cover letter should be maximum 500 words, state which Practicum 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: Jessica Zhang <jzhang@socialnature.com>
- All applications should clearly refer to “Career Development Practicum in Land & Food Systems"
- Applications deadline September 11, 2020
- Please no phone calls