

Authentic Mexican Foods Ltd.

LFS 496 Marketing Internship – Winter Term 2 2023

Mentor: Andrea Blendl

Position Location: 222 MacKay Road, North Vancouver, BC, V7P 3H4

Hours and Credits: 3 months at 9 hours per week (3 credits), OR 3 months at 18 hours per week (6 credits). January 9, 2023 - April 13, 2023.

Background

The Career Development Course 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 their mentor, 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.

Specific Duties

The Marketing Internship student will perform the following tasks:

- Conduct industry research for AMF's new and existing brands
- Work directly with the owners to create and implement a marketing strategy to grow brand awareness in the local market in order to increase sales in retail stores
- Implement the marketing tactics in the local market and provide ongoing feedback to revise the objectives and strategy
- Assist with the creation and execution of a social media strategy

Learning Goals

- Work with experienced marketing professionals to develop and implement marketing and social media strategies
- Develop the skills in project management, organization and time management to successfully see a strategy through from beginning to end
- Experience first-hand the growth of a new brand within a small business and the direct impact of marketing on sales
- Hone business skills by supporting multiple functions including marketing and promotions, including at select events

Qualifications

- Must be a UBC student intending to register for LFS 496 for Winter 1 term
- Must pass a criminal record check for working with children and vulnerable populations
- Interest in and willingness to learn about urban farming, community education and nonprofits
- Education and/or experience in gardening, farming, cooking, ecology, or related fields preferred
- Experience with Google Suite, Microsoft Suite, and Social Media platforms
- Willing to work outdoors in all weather conditions
- Able to follow policies and procedures to ensure participant and staff health and safety

How to Apply

Submit a resume and cover letter to andrea@authenticmexicanfoods.ca.

All applications should clearly refer to the “LFS 496 Career Development Course” and position title when applying.

The cover letter should include an introduction, share why you want this position, and what you hope to gain from the position if accepted. Cover letters should be no more than 500 words.

Applications deadline November 27, 2022 at 11:59 pm.

About Authentic Mexican Foods Ltd.

Solecito Foods is a product line of Authentic Mexican Foods Ltd. (AMF) of fresh, locally-made, authentic Mexican food products made and sold in BC. The family owned and operated business was established in 2016 with the goal of building a brand that would bring the true, traditional taste of Mexican cuisine into a market where the demand for authentic, locally made ethnic cuisine is growing. AMF will be launching a new brand, complimentary to Solecito Foods, in January 2023.

Learn more at <http://www.solecitofoods.ca>.