



Peak Bakery

Operations & Marketing Associate – LFS 496 Summer Term 2023

Mentor: Lucas Navilloz

Position Location: 5279 Still Creek Ave A5, Burnaby, British Columbia V5C 5V1

Hours: 3 months at 18 hours per week. Starting May 2023

Credits: 6 credits

Course 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 Operations and Marketing Associate student will work on the following tasks:

- Helping to craft and execute operations and marketing strategies to drive revenue and grow our customer base
- Researching and analyzing market trends and competitors to help us stay ahead of the game
- Assisting in the sales process, including lead generation and customer outreach
- Streamlining operations and finding ways to make our business run smoother
- Representing the company at in-person events to promote our brand and products, if applicable

Learning Goals

As a small and agile structure, Peak Bakery will allow the student to try various activities necessary to the growth of a food business. The student will be exposed to marketing initiatives (events, social media, email marketing, promo campaigns, etc) and to real time problem-solving for operations issues (customer experience for last-mile delivery of frozen products, partnership discussions with local businesses, etc). We expect the student will also grow their prioritization skills.

Qualifications

- Must be a UBC student intending to register for LFS 496 for Summer 2023 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, ecology, or related fields preferred
- 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 lucas@peakbakery.ca.

All applications should clearly refer to the “LFS 496 Career Development Course” 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.

Application deadline **March 31st, 2023**.

About Peak Bakery

Peak Bakery provides ready-to-bake sourdough baguettes to the Greater Vancouver Area! We craft the baguettes dough in an artisanal fashion and provide customers with a PeakBox, so they can bake the frozen doughs at home, when they feel like it, and obtain a bakery-like result!

Crunchy crusts, and light developed inside!

We operate mostly online, and provide both delivery and pick-up options. Additionally, we have partnerships with local small retailers like Dalina, Jackson's General, etc, where customers can also find our products among other great local offerings!

Learn more at <https://peakbakery.ca>.