



Solecito Foods

Marketing Assistant – LFS 496 Summer Term 2023

Mentor: Andrea Blendl

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

Hours: 3 months at 9 hours per week, or 6 months at 9 hours per week. Starting May 2023.

Credits: 3 or 6 credits depending on hours

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.

Position Details

The Student will assist in developing and implementing a Rebranding Strategy for Solecito Foods as well as a Digital Marketing Strategy for Cheeky Chamaca.

Working remotely, the duties of the role will include:

- Identify potential marketing opportunities to increase brand awareness and sales
- Create, design and execute content on various social platforms (Instagram, Facebook, TikTok)
- Analyze and interpret metrics and provide ongoing feedback to revise the objectives and strategy

Learning Goals

The student will have the opportunity to experience first-hand the growth of a small business and the expansion of their production lines. It would give them the opportunity to learn from marketing professionals, network with a variety of food industry professionals, and to hone their skills in digital marketing, strategic planning, and project management.

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 **andrea@authenticmexicanfoods.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 Solecito Foods

Authentic Mexican Foods Ltd. (“AMF”) is a small-scale manufacturer of Solecito Foods (a product line of fresh, locally- made, authentic Mexican food products) and Cheeky Chamaca Mexican beverages. All products are 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. The company is experiencing a period of rapid growth and expansion into new markets. Learn more at <http://www.solecitofoods.ca>.