



UBC Faculty of Land and Food Systems

Marketing Assistant – LFS 496 Summer Term 2023

Mentor: Karen Lee

Position Location: 248 - 2357 Main Mall, HR MacMillan Building, Vancouver, BC V6T 1Z3

Hours: 3 months at 9 hours per week, starting May 2023

Credits: 3 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.

Position Details

This position would support the marketing team by doing research on marketing strategies used by other academic institutions, and creating content relevant to youth.

The Marketing Assistant student will work on the following tasks:

- Study and compare how other academic institutions promote their food systems programs.
- Update our analysis of other institutions' programs and their key messages.
- Research trends in social media and share ways that youth are engaging online.
- Create engaging social media posts and videos of the Food System in Action

Learning Goals

The student will learn how marketing research can inform outreach and activities. They will develop a greater understanding of the food systems programs being offered by other institutions in Canada and around the world, and be able to articulate the value of their program and how it will apply to the 'real world' after graduation. The student placement is important and this position will be assessed by the quality of their research and the link between their research and outreach activities.

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 **karen.lee98@ubc.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 UBC Faculty of Land and Food Systems

Our faculty has more than 1800 undergraduate students and 240 graduate students studying the food system, human nutrition/health, and animal welfare. My department oversees communications and marketing to raise awareness of our academic programs, research and outreach in the community. Learn more at <http://www.landfood.ubc.ca>.