

# Student Internship

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Faculty of Land and Food Systems  
THE UNIVERSITY OF BRITISH COLUMBIA



Tubify

## Position Title: Food Startup Marketing Intern

### Background

Tubify is a Vancouver-based company that produces healthy frozen treats. Tubify's ultimate objective is to help consumer make better choices, thereby offering tasting treats without sacrificing health.

Managed by the CSFS, the Food Systems Career Development Internship aims to engage UBC students with their local food system and create opportunities to experience the working environment of a food sustainability focused organization. Interns work alongside 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.

Tubify is a growing local company that currently requires help spreading its products and healthy ideas. The Food Startup Marketing Intern's main goal will be to help the Tubify team refine and communicate Tubify's objectives and ideas to the general public and potential customers. Specifically, the Food Startup Marketing Intern will assist with the promotion of Tubify products during trade shows and special events as well as participate to the creation of new marketing material. This internship provides a unique opportunity to learn about human purchasing behavior, what govern customer decision-making, and the creation and launching of new products in the natural, organic food sector.

Interns are expected to enroll in the Career Development Internship course (LFS 496 - 3 credits) from May to August 2018, with the possibility of extending the internship to December 2018. At the end of this program, students will be eligible to receive course credit towards their UBC degree.

### Duties

The Food Startup Marketing Intern will work alongside the Tubify team on the following tasks:

- Assist with marketing material development and marketing events
- Assist in identifying the requirements for and developing new food products
- Assist with sales and production tasks

### Preferred Qualifications

- UBC student eligible for LFS 496.

Grounded in science. Global in scope.

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- Interest in food sustainability, food processing, business development, and/or entrepreneurship.
- Efficient, organized, hard-working, and with an analytical mind.
- Willingness to learn and desire to gain professional experience.
- Ability to work both in a team and independently.
- Ability to present findings in a clear and concise manner.

## Position Details

- May to August 2018.
- 6 to 9 hours per week
- Flexible schedule to be determined with the candidate
- Work primarily from home with biweekly visits to the head office
- This is an unpaid, for-credit, internship

## 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 internship 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:** Nigel McKenzie, [nigel@tubify.ca](mailto:nigel@tubify.ca)
- All applications should clearly refer to “Career Development Internship”
- Applications received by **March 23<sup>rd</sup> 2018** will receive priority consideration, but the position will remain open until filled
- Please no phone calls
- More information about the Centre for Sustainable Food Systems and Tubify can be found at [www.landfood.ubc.ca/ubcfarm](http://www.landfood.ubc.ca/ubcfarm) and <https://www.tubify.ca>