

Student Internship

Faculty of Land and Food Systems
THE UNIVERSITY OF BRITISH COLUMBIA



Tayybeh: A Celebration of Syrian Cuisine

Position Title: Social Enterprise Marketing Intern

Background

Tayybeh is a social enterprise that supports Syrian women chefs in Vancouver by offering award-winning home-style recipes through catering and regular community pop-up dinners. Tayybeh is not only a celebration of the brilliance of Syrian cuisine, it is a way for spectacular Syrian women chefs to support their families and become financially independent while doing what they enjoy most: preparing delectable food.

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.

In under a year, Tayybeh has been glowingly reviewed by all the city's top food critics, awarded "Foodies of the Year 2017" from Western Living Magazine, and featured in The Georgia Straight's "Best of Vancouver 2017." Tayybeh is eager to build on this momentum by expanding its clientele and impact. The ultimate objective of the Food Social Enterprise Marketing Internship is to assist the Tayybeh team in growing the scope of potential clients as well as strengthen bonds with existing clients. This internship provides a unique opportunity to refine marketing and outreach skills while contributing to securing continuous sources of income for Syrian newcomers.

Interns are expected to enroll in the Career Development Internship course (LFS 496 - 3 credits) twice (May – August and September – December). At the end of the 28-week program, students will be eligible to receive course credit towards their UBC degree.

Duties

The Food Social Enterprise Marketing Intern will work alongside the Tayybeh team on the following tasks:

- Assist in the analysis of current Tayybeh market shares;
- Identify potential customers and clients for Tayybeh's services/products;
- Support outreach to and connection with potential customers and clients;
- Support ongoing marketing tools e.g., Tayybeh Instagram page, blogs, the production of marketing materials.

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Preferred Qualifications

- UBC student eligible for LFS 496
- Passionate about impact food enterprising
- Passionate about supporting newcomer communities, especially women
- Proven marketing skills
- Identify as a self-starter and can carry duties on their own
- Ability to work in a fast-paced, dynamic environment

Position Details

- May to December 2019: 6 credits over two semesters, for a total of 252 hours (or average of 9 hours per week)
- Flexible schedule to be determined with the candidate. Workshop liaising may require occasional evening or weekend duties.
- This is an unpaid, for credits, internship

How to apply

Along with your resume please write a brief letter (max. 500 words) outlining the following:

- 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:** Nihal Elwan, tayybeh.syrian@gmail.com
- All applications should clearly refer to "Career Development Internship"
- Application deadline is **February 24 2019**
- Please no phone calls
- More information about the Centre for Sustainable Food Systems and Tayybeh can be found at www.landfood.ubc.ca/ubcfarm and <https://tayybeh.com>