

Fresh City Farms – Marketing Intern

About Us:

Fresh City, founded by Ran Goel in 2011, is a Toronto-based city farm and retailer of farm-fresh, organic produce and prepared food. Each day we make locally and organically sourced meal kits, meals, salads, snacks and breakfasts from scratch. We farm in Downsview Park and at Baka on Highway 427. Fresh City delivers throughout the Greater Toronto Area, and we have two stores in Toronto (111 Ossington Avenue & 476 Roncesvalles Avenue).

Fresh City wants to change how you eat. By bringing makers and eaters closer together, we hope to rekindle the intimacy between people, land and food. For most of us today, farming is an invisible activity. We have lost all contact with the very activity that ten thousand years ago set our species off on its present course. By farming in the city and working with other like-minded makers, we deliver a food experience that respects our bodies, our planet and our shared tomorrow.

Our Vision - To empower all to make conscious food choices.

Our Mission - We create and perfect new ways to connect food makers and eaters. We teach, we challenge, we encourage.

What you'll be doing:

- Developing and coordinating our paid digital strategies to help grow our subscription-based grocery delivery business.
- Working closely with internal stakeholders to align on creative direction and provide ongoing status updates.
- Potentially also developing and executing online and offline marketing strategies for our in-store retail channels.

As a part of this internship, the successful applicant will also participate in workshops, networking sessions and Lunch & Learns with Good & Well - a Toronto-based impact investment firm - alongside interns from several other social purpose businesses.

This position is partially funded by the United Nations Association of Canada through the Green Spaces Program <<http://unac.org/green-spaces/>>, which is supported by the Government of Canada as a part of the Youth Employment Strategy.

What you're bringing to the table:

- Experience taking a digital campaign from concept through launch and assessment.
- Teamwork - You'll be a team player, who isn't afraid to get their hands dirty.
- Robust analytical skills - you love turning spreadsheets into actionable insights.
- Excellent communication skills - you are a strong written and verbal communicator.
- Passion for food - you love food and believe in quality, artisanal sourcing and production, and guilty pleasures.
- An eye for design - you have a passion for smart and simple design, be it in the virtual or real world. Bonus points if you are into photography.

What you're really good at:

- Paying close attention to detail and staying organized.
- Managing multiple projects at the same time and meeting deadlines.
- Using both qualitative and quantitative consumer and competitive information.
- Thinking big – driving improvements to channel and campaign strategies.

Basic Qualifications:

- Working towards a Bachelor's degree in Marketing or Bachelor's degree in Business with the intention to return to school in the fall.
- Be between the ages of 15 and 30 (inclusive) at the time of intake/selection, as per the [UNAC Green Spaces](http://unac.org/green-spaces/) wage subsidy program requirements <<http://unac.org/green-spaces/>>.
- Be a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada.
- Be legally entitled to work according to Ontario's legislation and regulations.

Other Details:

- Internship Dates: May 6th – August 23rd, 2019.
- Rate of pay: \$15/hour for 37.5 hours/week.
- Business hours are Monday to Friday, 9am-5pm.
- You will be working at our main office at 53 Samor Rd, Toronto.

Application Instructions:

Apply online via our application portal <<https://goodandwell.typeform.com/to/ejCCKF>> and include the following:

- Resumé
- A cover letter including answers to the following questions [?]:
 - What will you bring to the internship?
 - What do you hope to gain from the internship?
 - What does social impact mean to you?
 - Describe a time when you faced a challenge. How did you approach it and what did you learn from that experience?

Application Deadline: February 7, 2019 at 11:59pm (extended).

Applications submitted via other methods will **not** be reviewed.

Fresh City Farms is an equal opportunity employer committed to diversity and inclusion. We consider all applicants regardless of race, colour, religion, sex, sexual orientation, gender identity, national origin, age, disability, protected veteran status, and Indigenous status.