



Better Life
THROUGH FOOD.

MARKETING ANALYST INTERN

Full-Time Summer Internship

Term: May 9th, 2022 - August 12th, 2022

ABOUT FRESH CITY

Fresh City, founded in 2011 by Ran Goel, is a city farm and retailer of farm-fresh, organic produce and prepared food. Each day we make locally and organically sourced meal kits and chef-inspired meals, salads, snacks and breakfasts from scratch. In late 2018 we acquired Mabel's Bakery, a popular bakery in Toronto, producing artisan breads and pastries. Shortly after, in early 2019, we acquired The Healthy Butcher, a pioneer in organic and 100% grass-fed beef. We farm in Downsview Park as well as at Baka on Highway 427, and we have eight retail locations between our three brands. Fresh City delivers straight to our customers' doors or to pick-up locations throughout the Greater Toronto Area. By bringing makers and eaters together, we are changing how people think about food.

ROLE SUMMARY

Your main focus will be all things data. We'll need you to dig deep into the data, completing analysis to help answer business questions and determine high-impact opportunities. In this role, you will effectively assist in helping us uncover more opportunities within our customer and product data. You'll need to crunch data, organize information, and develop reporting. You'll work collaboratively alongside marketing, operations and customer service to drive your insights into actions.

GOOD & WELL INTERNSHIP PROGRAM

This internship is being offered as a part of [The Good & Well Internship Program](#). Throughout our summer internship program, Good & Well provides participants with opportunities to work with dynamic, high-potential social ventures as well as to learn from and network with professionals working within the social impact ecosystem in Toronto.

WHAT YOU'LL BE DOING

- **Analysis:** Identify business challenges and opportunities for improvement, and solve for them using analysis to make strategic or tactical recommendations

- **Marketing:** Support direct-to-consumer marketing efforts for select products and/or customer segments. Help build targeted insights to inform the design and development of new customer experiences.
- **Execution:** Create problem frame-works, develop hypotheses, test and analysis, solution development, scope operational feasibility, support implementation efforts and develop a monitoring plan.
- **Partnership:** Work closely with colleagues across Fresh City including: IT, Marketing, Operations, Customer Support, Finance and others to drive improvement in reporting, quality, volume, service, and profitability

WHAT YOU'RE BRINGING TO THE TABLE

- **Analytical skills** - you have the ability to turn numbers into actionable insights and transform data into valuable information.
- **Communication** - you are a strong written and verbal communicator.
- **Attention to detail** – you pay close attention to detail and are able to stay organized.
- **Agility** – you have the ability to iterate designs and solutions efficiently and intelligently.
- **Self-starter** – you are capable of producing a high quantity of work within tight deadlines.
- **Prioritization** – you have the ability to prioritize and quickly adapt to a changing environment.
- You are legally entitled to work according to Ontario's legislation and regulations.

OTHER DETAILS

- \$19.05 for 37.5 hours/week.
- Business hours are Monday to Friday, 9am-5pm.
- This role is hybrid. You may be required to work from our primary office located at 53 Samor Road, Toronto, ON.
- Food Discounts across Fresh City, The Healthy Butcher & Mabel's Bakery for the duration of the internship.

HOW TO APPLY

The application deadline is **January 16, 2022 at 11:59PM EST**. Learn more about the Good & Well Internship Program and how to apply [here](#).

Please note that applications will be reviewed on a rolling basis and those 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. If you require accommodation during the

recruitment and selection process, please let us know. We will work with you to provide as seamless a recruitment experience as possible.