



## Marketing Intern

### Full-Time Summer Internship

May 8 – August 11, 2023

**Deadline: Sunday, February 5, 11:59pm Eastern**

Fresh City is an award-winning urban farm and omni-channel retailer. Founder-led, we're on a mission to provide a better life through food. More than one decade after we first began, our belief in that is even stronger. Every day, we deliver organic produce, chef-inspired and made from scratch prepared foods, bespoke meats and more to thousands of Greater Toronto Area families.

In 2018, Fresh City acquired Mabel's Bakery, a popular bakery in Toronto producing artisan breads and pastries, and shortly after acquired The Healthy Butcher, a pioneer in organic and 100% Grass Fed beef, in 2019. In 2022, subscription-based organic produce and grocery delivery company Mama Earth Organics was added to the lineup of brands making Fresh City the largest organic online retailer in Ontario.

With eight retail locations and home delivery across the GTA between our four brands, the Fresh City family of brands continues to bring farmers, makers and eaters together to deliver a food experience that respects our bodies, our planet, and our shared tomorrow.

Food is our passion. We proudly employ over 500 employees across our four brands including our farm, our two warehouses, our food production facilities, our offices and our retail locations. We're continuously advancing our culture of belonging, where everyone feels seen, heard, valued and free to be their authentic selves.

### GOOD & WELL INTERNSHIP PROGRAM

This internship is part of the Good & Well Internship Program. Interns will have the opportunity to work at dynamic, high-potential social enterprises, participate in robust personal and professional development workshops led by social impact leaders, and connect with a community of like-minded peers.

### ROLE DESCRIPTION

In this position, you will play an important role in supporting all aspects of the marketing function at Fresh City. From supporting on social media content creation and deployment, writing product descriptions and coordinating website photography selection, supporting the team on monthly reporting and general department admin and playing a project manager role on assignments that you own – this is a great opportunity to get exposure to all aspects of marketing at a mission-first omni-channel grocery retailer.

### KEY RESPONSIBILITIES

- Coordination and content contribution role on weekly website updates

- Supporting social media content creation and deployment across all platforms with a focus on building our presence on Pinterest
- Playing a key role amongst a cross-functional team in launching a new, improved recipe portal
- General marketing admin tasks including monthly reporting, asset catalogue organization and communication calendar support
- Ad hoc support on marketing and cross-functional initiatives as they arise - online and retail

#### **Required skills/experience:**

- Marketing and communication studies
- Social Media experience - Facebook, Instagram, Pinterest, YouTube, TikTok. *Content creation experience would be a huge asset!*
- Project management skills - ability to work on multiple projects and adhere to deadlines
- Excellent written and verbal communication skills
- A natural team player who thrives in a dynamic and fast-paced environment
- Attention to detail – you pay close attention to detail and are able to stay organized.
- Knowledge and experience working with the Google Suite of products
- Love food and supporting Local!

#### **What's in it for you?**

- Access to training, mentorship, and hands-on experience in a broad range of online direct-to-consumer (DTC) and retail marketing disciplines
- You'll be putting more food dollars into local farms so they can continue to grow the most nutritious and delicious produce while preserving farmland and biodiversity in Ontario.
- You'll be supporting the creation of a local food system, built on principles of sustainability and biodiversity, and demonstrating that this can be both financially sustainable for farmers and affordable for consumers
- You'll be joining a team of talented people who take pride in supporting the Local Food System one crazy fresh produce basket at a time

#### **ELIGIBILITY**

- Currently enrolled at a post-secondary institution at the second-year undergraduate level and above
- Legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations
- Holds Canadian citizenship, permanent residency status, or refugee status (required by the Government of Canada's Student Work Placement Program, which has historically contributed to G&W internship program wages)

#### **ADDITIONAL DETAILS**

- **Compensation:** \$20.50 an hour, 37.5 hours a week
- **Location:** This role is primarily remote, but you will be expected to attend monthly team meetings and may on occasion be required to work from our primary office located at 53 Samor Road, Toronto, ON. Please also note that the successful applicant will be expected to attend Good & Well internship workshops in person in Toronto throughout the summer work term.

## HOW TO APPLY

Apply via Google Forms: <https://forms.gle/E1SzsaW8XQLFF7J27>.

Application components:

- 1) **Resume** – no longer than two pages
- 2) **Written responses** to the following three questions:
  - a) Describe the world you want to create in one word. Please discuss an experience (completed or ongoing) that demonstrates your commitment to this vision. (Maximum 100 words)
  - b) What will you bring to this role (Marketing Intern at Fresh City Farms)? What do you hope to gain? (Maximum 200 words)
  - c) Good & Well interns spend up to 20% of their time engaged in personal and professional development workshops and cohort community-building activities. What interests you about this aspect of the program? What do you hope to learn? (Maximum 100 words)

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Shortlisted applicants will be contacted for an interview. No phone calls or emails please.

*Fresh City Farms and Good & Well are equal opportunity employers committed to diversity and inclusion. If you require accommodation during the recruitment and selection process, please let us know at [info@goodwell.ca](mailto:info@goodwell.ca).*