

Job Title: Business Development and Marketing Intern

Position type: 3-4 month summer internship

Employer: GRAIN and CCS iHub

About the Social Venture

GRAIN is a social venture that is disrupting the way North Americans think about, buy and consume pantry staples like chickpeas, lentils, whole grains and flour. We work directly with family farmers to provide traceable grains, beans and flours to B.C.'s finest chefs as well as consumers across North America. We also mill the freshest, tastiest and most nutritious fresh flour available anywhere. We mill it on a beautiful, handmade stone flour mill imported from Austria.

We are passionate about guaranteeing supply chain transparency, the lives and wellbeing of Canadian farmers, preserving important agricultural land and, most importantly, really high quality food!

About the position:

We are looking to hire an energetic, creative and disciplined business development and marketing intern to join our dynamic team for the period of May – August 2017. This position is open to current MBA students or those who will be graduating in spring 2017. The successful candidate will work both out of GRAIN's office/warehouse in South Vancouver and the social venture's co-working space at the Coast Capital Savings Innovation Hub in the new Graham Lee Innovation Centre on the UBC Vancouver campus, and will report to and be supported by GRAIN co-founders Janna Bishop and Shira McDermott, and Oana Dan, CCS iHub manager. We are hiring for this internship at a critical time in the growth of our startup, as the intern will play a key role in determining where we go next and how we do it.

We offer you the opportunity to engage with a small but mighty and passionate entrepreneurial team, in a company that is currently building the foundation of a new product category and disrupting traditional business systems. The successful candidate will gain in-depth, first-hand knowledge about the movement towards 100% traceable and sustainable food production, distribution and sales. Working at the CCS iHub is an opportunity to be immersed in a dynamic and entrepreneurial environment and to learn from other social entrepreneurs, industry mentors and peers. The successful candidate must be passionate about social entrepreneurship and local food systems, and keen to make an impact through the innovative use of technology and business tools.

Scope of internship:

Because GRAIN is a start-up, you must be prepared to work in a dynamic and entrepreneurial environment that is fast paced and constantly changing. The primary scope of the internship is to support GRAIN's business development efforts as they launch the fresh milled flour category and continue to grow their existent product categories. Specific tasks performed will include:

- Undertake a cost/benefit analysis for major product lines and make recommendations on the company's proposed expansions
- Carry out customer discovery research to determine the value that customers and potential customers see in GRAIN's product offering and determine what type of interactions customers want most of with the company
- Draft and implement a marketing strategy for the launch of GRAIN's fresh flour product line
- Research new markets, partnership opportunities and distribution channels for GRAIN's fresh flour offering and analyse costs and benefits of each opportunity
- Conduct an analysis of the various funding opportunities for the growth of GRAIN's fresh flour product line, and make recommendations to the team on the right funding strategy
- Assist the founders with the due diligence process and documents as they prepare to approach funders and investors
- Identify and implement key corporate partnerships and initiatives for GRAIN to promote and grow their fresh flour product line.

Desired skills & experience:

Although the successful candidate will have the opportunity to work in all aspects of the business, to ensure that they have the experience and knowledge required to perform assigned tasks, we prefer our intern to have industry or academic experience in:

- Sales and marketing
- Business development
- Customer relationship management
- Start-up or growth business experience will be an asset

We are seeking an intern who:

- Demonstrates a high level of self-motivation, responsibility, adaptability and organization
- Is enthusiastic, positive, creative, flexible, dependable and open-minded
- Enjoys interacting with customers and learning about their needs
- Possesses strong project management skills and has a proven ability to balance multiple demands and expectations
- Possesses excellent communication skills, both verbal and written
- Thrives in a fast-paced work environment
- Works well as part of a team, and independently
- Has a keen interest in food (cooking or eating!) and local food economy
- Has experience and an interest in digital marketing.

Salary: This is a paid internship. \$4,000 / Month

Application: Please apply to Oana Dan, CCS Innovation Hub Manager with a resume, cover letter and recent educational transcripts. Applications should be emailed to: oana.dan@sauder.ubc.ca

Application Deadline: Applications will be accepted on a rolling basis until April 9th, 2017 at midnight.

Additional Information about the social venture

- <https://www.eatgrain.ca/>
- www.sauders3i.sauder.ubc.ca