

UBC SUSTAINABILITY SCHOLARS PROGRAM

Summer 2019

The UBC Sustainability Initiative (USI) is pleased to offer current UBC graduate students the opportunity to work on funded sustainability internship projects. Successful candidates work under the mentorship of a partner organization, and are immersed in real world learning where they can apply their research skills and contribute to advancing organizational sustainability goals.

For more information about the Sustainability Scholars Program and to apply to work on this project, please visit the [Student Opportunities](#) page.

Please review the application guide (PDF) before applying.

Applications close **midnight Monday February 25, 2019.**

Research project title

Advancing the Marketing Strategy for Team Building Tours at UBC Botanical Garden

Sustainability Goal or Operations Plan objective

Long Term Goal of the Sustainable Communities Field School: Grow the local green economy by supporting businesses and their employers in understanding local sustainability opportunities and learning about the global UN Sustainable Development goals.

Goal of the Scholar's project: Advance our marketing efforts and increase the number of businesses taking part in team building tours at UBC Botanical Garden

The Sustainable Communities Field School is social enterprise managed by the UBC Botanical Garden with support from the Society Promoting Environmental Conservation, UBC Psychology, and the Institute for Resources, Environment and Sustainability at UBC. When the Field School was established, our goal was to work with business teams as a way to engage new audiences in the understanding and appreciation of our natural world. Enticing the corporate world has proven to be more challenging than anticipated. The objectives of this project are to advance the marketing strategy for the Field School with the long-term outcome of increasing the number of clients in the program by improving the marketing of the program and increasing brand recognition in the community.

Outline scope of project and why it is of value to your organization. Describe how and when the Scholar's work will be actionable.

The objective of the marketing strategy is to support UBC Botanical Garden in advancing the economic sustainability of the Sustainable Communities Field School (Field School) Program. By advancing our business and marketing strategy, the scholar will support the increase in the number of clients in the program by improving the marketing of the program and increasing brand recognition in the community. The Scholar will work with the Field School on the following:

- Assist in undertaking market research to identify and prioritize businesses in the private and public sectors that would be interested in taking part in team building tours.

UBC SUSTAINABILITY SCHOLARS PROGRAM

Summer 2019

- Assist in developing materials that will attract businesses to register.
- Update and further develop the marketing strategy to identify tactics for targeting specific business audiences.
- Develop relevant online and offline promotional assets.
- Support the Field School with learning about specific corporate engagement strategies and steps to create long-term relationships.

Deliverables

Note that a final deliverable (either a full report or, if the report contains confidential information, an executive summary) is required by the end of the program (August 12, 2019). The deliverable will be archived in the online public-facing [Scholars Project Library](#).

- Review and provide feedback to the 2018 Field School Marketing Strategy.
- Provide a summary of the market research identifying and prioritizing local businesses in the private and public sectors that would be interested in taking part in team building tours.
- Regular updates to the Field School Team to co-create the language and messaging of the marketing and communications strategy.
- A updated version of the marketing plan and clear methodology for Field School team to implement to target prioritized businesses and public sector organizations.
- A presentation to the Field School staff to introduce them to the marketing plan and to highlight corporate engagement and relationship management strategies they can implement going forward.
- A final report for the UBC Sustainability Scholars online project library.

Time Commitment

- This project will take **250*** hours to complete.
- This project must be completed between April 29 2019 and August 12 2019.
- The Scholar is to work approximately 15 hours per week, 5 hours per day, three days per week.

Required/preferred Skills and Background

- Excellent research and writing skills
- Demonstrated interest in sustainability
- Experience conducting stakeholder engagement events, including facilitation skills, is an asset
- Familiarity with research methodologies and survey techniques
- Statistical analysis
- Excellent public speaking and presentation skills
- Community engagement experience
- Familiarity conducting focus group research
- Strong analytical skills
- Ability to work independently
- Deadline oriented
- Project management and organizational skills
- Familiarity with WordPress, Drupal, or other website content tools
- Demonstrated experience in social enterprises, marketing, and market analysis
- Comfortable interacting with strangers to conduct public/in person surveys

UBC SUSTAINABILITY SCHOLARS PROGRAM

Summer 2019

- ☒ Familiarity preparing feasibility studies
- ☒ Familiarity with non-profit and social enterprise business models and culture
- ☒ videography, and graphic designs or social media skills would be an asset

Applications close **midnight Monday February 25.**

Apply here:

<https://sustain.ubc.ca/student-opportunities>

To learn more about the program here:

<https://sustain.ubc.ca/ubc-sustainability-scholars-program>

Read the application guidelines to confirm your eligibility to participate in the program here:

<https://sustain.ubc.ca/student-opportunities>

Contact Karen Taylor at sustainability.scholars@ubc.ca if you have questions.