



**Careers
on the Grow**



Agriculture Intern – Communications & Stakeholder Engagement

Company: Canadian Sugar Beet Producers

Department: Communications and Membership

Reports to: Executive Director

Format & location: Mixture of in-person and hybrid, Taber, AB.

Start Date: July 2023 (but can be earlier)

Length of internship: 8 weeks

About CSBPA

The Canadian Sugar Beet Producers (CSBPA) represents the farmers in Canada who produce sugar beets, the last source of 100% Canadian Sugar. Due to most of the sugar beets being grown in Alberta, CSBPA does focus primarily on sugar beet production in that province. The organization focuses on providing opportunities to improve the industry for its producers through advocacy and education. This work is completed through hosting educational events, researching government policy and its impacts, utilizing social media and other methods to provide information to many stakeholders. We work for the “sweetest” growers in Canada.

Working with US

If you are looking to learn and be involved in the following, please consider this internship.

- Learning about marketing and communication plans including the specific strategies (like social media) used to connect with stakeholders as part of an integrated communication strategy.
- Networking with industry stakeholders including farmers, government, service providers, and the general public about agriculture and crop production.
- Digging into government relations and learning the important role of advocacy and its impact on all stakeholders.
- Opportunity to have a meaningful impact as our team is small but mighty, so everyone plays an important role in helping the industry.
- Gaining a deeper understanding of irrigation and specialty crops that are grown in Canada.

We are looking for an individual that is passionate, creative, organized, willing to learn, and is excited to take on new projects and play an important role in the team environment. Basic skills for this position would include experience with Office 365, understanding of social media, basic knowledge level of government structure across all tiers, plus communication skills for both in-person, phone, and on-line situations. Preference would be given to a candidate that has a keen interest in helping farmers feed the world through a sustainable strategy that focuses on economic, environment, and social aspects.



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Learning Opportunities:

- Understanding of office software including the Microsoft Office Suite, Publr, Mail Chimp, Canva, and CRM.
- Deepening of interpersonal skills as you work with a variety of stakeholders in very different roles within the industry.
- Time Management as you prioritize tasks you are given.
- Website development and content creation.

Your role

A specific project will include the development of a website for CSBPA including drafting content, developing creative, and setting it up in its entirety. This work will be done through weebly.com.

You will also work with the team to deliver the comprehensive communications strategy including event planning, government relations, educational outreach, and grower extension work.

Other considerations:

- CSBPA will provide the necessary technology and tools for this role. Due to the possibility of remote work, a reliable high speed internet connection is required.
- Flexible hours can be offered with most hours being during the office hours of CSBPA which are Monday thru Friday 8:30am-4:30pm MST. This can be discussed with the intern to find the best solution.
- Due to remote work possibility, an individual that is a self-starter and can maintain their momentum is a must.