Position: LEDlab Project Coordinator
Commitment: 8 months, 35 hours/week
Start date: September 6, 2016
End date: April 28, 2016
Compensation: $20,000, non-negotiable

The Local Economic Development Lab (LEDlab), initiated and closely supported by Ecotrust Canada and RADIUS SFU, incubates community-driven social enterprise for a more vibrant and inclusive local economy in Vancouver’s Downtown Eastside. We do this by partnering with local organizations and leaders, resourcing them with talented full-time graduate students, and working collectively with experts in a ‘Lab’ format to develop shared skills and knowledge, collaborate, and test new ideas to change the local economic system over time.

Our intended outcomes are to:
1. Catalyze new economic activity that benefits the local low-income community;
2. Equip local individuals, organizations, and networks with the tools, methods, processes and agency to advance future ideas on their own; and to
3. Build stronger networks and opportunities for collaboration and coordination amongst inner city organizations, residents, funders and other stakeholders.

Community Partner: Hives for Humanity
Project: Building Bee Space

Hives for Humanity is a non-profit organization that encourages community connections through apiculture, more commonly known as beekeeping. Through mentorship-based programming they create flexible opportunities for people to engage in the therapeutic culture that surrounds the hive; foster connectivity to nature; and participate in local sustainable economies while supporting at-risk populations of people and pollinators.

Hives for Humanity has been rapidly growing since beginning in 2012. In addition to peer employment and workshops, Hives produces a stunning product line of honey, candles, self care products such as salves, balms, and tinctures, and ‘nukes’ or baby bees. Hives for Humanity is now ready to grow their retail offerings both online, and offline at their new home ‘Bee Space’ on Powell. St. at Princess, as well as through wholesale.

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1 You are expected to work primarily out of the LEDlab offices in downtown Vancouver on a ~9-4 schedule, although flexibility can be given to students finishing course work.
2 Funding for this position is provided by Mitacs Canada and stipends are fixed. You must be a graduate student at a Canadian university to apply. No exceptions. This is not an employee position. Candidates are expected to have their own laptop.
The goal of the project “Bee Space” is to help Hives for Humanity to develop a pricing and sales strategy for their product line, support testing and implementation of various sales and marketing strategies, and to help grow the revenues from product sales of this innovative grassroots organization.

Hives for Humanity has also recently launched ‘Bee Space’, a home for the workers, a place of connection and of learning, and a storefront for their products. Supporting the retail strategy and merchandising of Bee Space will be an important component of the work.

Your role will be to:

- Conduct a competitive landscape review for Hives products
- Develop a pricing strategy for Hives for Humanity products
- Develop and implement a marketing and sales strategy to increase Hives revenues
- Provide additional structure to the Hives’ signature Gift Box program and develop and implement marketing and sales strategies
- Create financial projections and a fundraising plan to grow Hives’ product line
- Support on-site merchandising at Bee Space
- Develop strategic partnerships/sponsorship opportunities to improve branding and merchandising

Is this you?

- You are a marketing and communications whiz, with a penchant for community engagement
- You’re experienced in pricing, retail, and e-commerce
- You have an eye for design, and experience in retail merchandising
- You’re familiar with human centered design and lean methodology, and have a knack for prototyping and testing new ideas
- You can speak to a diversity of stakeholders, you form and maintain partnerships with tact
- You are fascinated with new economic models, and think the economy is something that should work for people

Deliverables:

1. Demonstrated growth in product revenue for Hives for Humanity
2. Business Case study detailing improvements made to pricing, merchandising, and sales strategy, and outcomes from that work.
3. Sharable infographics and/or other community engagement tools to help easily disseminate learnings online and at community events
4. A minimum of two blogs about your experience as an LEDlab Project Coordinator
How to Apply:
Apply by sending a cover letter, CV, and a writing sample to Kiri Bird at info@ledlab.ca by midnight, Sunday June 12th, 2016. Please apply to one position only, and identify which position you are applying for in the subject of the email.

In your cover letter, address the following questions:

1. Why do you want to join the LEDlab team? (100 words)
2. Tell us about the skills you have to get the job done (150 words)
3. Tell us about an experience that has profoundly changed you (150 words)
4. Tell us about a time you tried something and failed, what happened next? (150 words)