



Internship Placement Form

Background Information:

Name of Organization/Unit: NATURE SPECIALTY FOODS

Organization Webpage: <https://natures-yoghurt.com/>

Full Address of Organization/Unit: P. O. Box CE 12011, TEMA, GHANA.

Description of Your Organization:

Nature Specialty Foods (NSF) is a Social Enterprise with the primary goal of contributing to solving the problem of malnutrition in Ghana. The company is legally registered in Ghana, as a food manufacturing company with certification from the Ghana Food and Drugs Authority. NSF currently produces twelve (12) variants of Nature's Yoghurt. These are natural probiotic yoghurt products, manufactured from fresh cow milk from the farm and are rich in proteins, vitamins and minerals. Nature Specialty Foods was a finalist at the Ghana 2019 Elevator Pitch Contest (EPC), sponsored by the Association of Ghana Industries (AGI), Sight and Life Foundation, and McGill University.

Nature Specialty Foods is currently a Host Organization, for an approved McGill Mastercard Foundation Transitions Fund (MCF-TF) project that will soon commence and make its nutritious Nature's Yoghurt available to schoolchildren in Ghana commencing in Fall, 2022.

Contact Name/ Supervisor: MR. JOHN ATTU

Placement Description & Logistics:

Nature of Internship: REMOTE

Title of Internship Position: PROJECT ASSISTANT INTERN & WEB DEVELOPER INTERN

Role Description

Nature Specialty Foods (NSF) is seeking for interns to join our passionate team to contribute in solving the problem of malnutrition in Ghana. Two kinds of interns are needed: 1) A Project Assistant Intern who will assist on the approved MCF-TF project and research into sources of funding for social enterprises and 2) A web developer and social media savvy person who will creatively review NSF existing website for optimization and promote the company's products on its current social media platforms.

1. Project Assistant Intern

Task	Internship Tasks	Expected Outputs (Deliverables)
1	Review, learn and understand the organizations history, role and function.	A summarized presentation of the company and its overall goals.
2	Assist with the development of a strategic plan for the implementation of approved McGill MCF-TF Project.	Report document and presentation on best strategic approach to project implementation.
3	Collaborate with Nature's Team to commence roll out of McGill MCF-TF Project & review feedback and strategy.	Review and feedback document on progress of project.
4	Develop innovative advertising targeted at schoolchildren, i.e. flyers, etc.	Report and presentation on targeted children advertising.
5	Research sources of funding and requirements for social enterprises and startups.	Detailed document on funding options, requirements, timelines and qualification criteria.

2. Web developer / Social Media Savvy Intern

Task	Internship Tasks	Expected Outputs (Deliverables)
1	Review, learn and understand the organizations history, role and function.	A summarized presentation of the company and its overall goals.
2	Assessment of current website and research on how to improve the design.	A report document and a virtual meeting to discuss improvement ideas and changes that should be made.
3	Assist in implementing a professional website and designs for Nature's Yoghurt.	A break down of features implemented on the website.

4	Evaluate, learn and understand the current social media platforms of the company.	A brief report and discussion on the findings of the evaluation
5	Collaborate to improve the media content and advertising on all the existing social media platforms of the company.	Report and presentation of improvement methods, design flyers and short videos.

Additional Information:

Number of Interns: 2 PERSONS

Proposed Start Date: AS SOON AS POSSIBLE

Proposed End Date: 2-4 MONTHS RENEWABLE / NEGOTIABLE

Number of Work Hours per Week: PART TIME (approx. 20 hours per week)

Additional Information: