

**Fahe's CHEF (Community Housing and Economic Fellowship)**

**2018 Term – Individual Project Detail**

<p><b>Project Title:</b> CHEF - Marketing and Communications Initiative  <b>Service Term:</b> Summer (May – August 2018)</p>
<p><b>Service Site/Organization:</b> Kingsport Housing &amp; Redevelopment Authority  <b>Service Site Location:</b> Kingsport, TN</p>
<p><b>Project Focus Area(s)</b>  <b>Primary:</b> Marketing  <b>Secondary:</b> Communications</p>
<p><b>Qualifications Requested:</b> Candidate should have strong verbal and written communication skills and be proficient in Microsoft Office Suite. Ability to interview and write articles for the resident newsletter as well as the local newspaper.  <b>Education Focus:</b> Marketing and Communications  Graduate-level student, detail-oriented, majoring in marketing and/or communications, human resources, business or related field.</p>
<p><b>Compensation:</b> Stipend of \$5700 for 12 week term</p>

<p><b><u>Application Information:</u></b></p> <ul style="list-style-type: none"> <li>* <b>Completed applications are due no later than April 6, 2018, and will be reviewed in the order they are received.</b></li> <li>* Applications must be submitted via either online portal and/or email to Angela Stephens at <a href="mailto:astephens@fahe.org">astephens@fahe.org</a>. <i>*Please include the CHEF Project Title you are applying for in your email subject line.</i></li> <li>* Completed applications will include: <ul style="list-style-type: none"> <li>• resume</li> <li>• transcript</li> <li>• cover letter</li> <li>• 2 references <ul style="list-style-type: none"> <li>• one educational (professor/teacher) reference</li> <li>• one employer or professional reference</li> </ul> </li> </ul> </li> <li>* Contact CHEF Program Coordinator Angela Stephens with questions: <a href="mailto:astephens@fahe.org">astephens@fahe.org</a>.</li> </ul>
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*Fahe is an Equal Opportunity Employer. Fahe seeks applicants who can bring diverse viewpoints, experience, talents, and culture to promote our mission to eliminate persistent poverty in Appalachia through Leadership, Education, Housing, Advocacy and Communication.*



## **Fahe CHEF (Community Housing and Economic Fellowship) Project Descriptions - 2018 Term**

### **CHEF Project Objectives and Activities**

**Overall Goal & Description of Project:** *Develop a marketing and communications strategy for Kingsport Housing.*

#### **Project Objective 1: (05/20/2018 – 08/13/2018)**

Review previous KHRA annual plans and develop a new annual plan for the housing authority.

##### **Intern Activities:**

- Research and review annual plans from other housing authorities.
- Interview various people for information for the annual plan.
- Develop graphics that tell the story of KHRA by the numbers.

#### **Project Objective 2: (05/20/2018 – 08/13/2018)**

Design external communications for Kingsport Housing to tell our story to the public.

##### **Intern Activities:**

- Develop messaging for presentations in the community.
  - Create Power Point presentations demonstrating KHRA's activities.
- Develop content for the KHRA website.