



Fahe's CHEF (Community Housing and Economic Fellowship)

2018 Term – Individual Project Detail

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| Project Title: CHEF – Program/Marketing Internship Service Term: Summer (May – August 2018) |
| Service Site/Organization: Fahe – Strategic Initiatives Department Service Site Location: Berea, KY (and some local travel in surrounding communities) |
| Project Focus Area(s) Primary: Develop Appalachia HEAT Squad® marketing campaign in 6 coal-impacted Kentucky counties. Secondary: Support marketing efforts in Whitesburg, Harlan and Hazard, KY; Develop post-grant marketing strategy plan. |
| Qualifications Requested: Marketing, Advertising or Communications. Support local travel; potential overnight trips. Education Focus: Communications/Marketing |
| Compensation: Stipend of \$5700 for 12 week term |

Application Information:

- * Fahe is an Equal Opportunity Employer.
- * **Completed applications are due no later than April 6, 2018, and will be reviewed in the order they are received.**
- * Applications must be submitted via either online portal and/or email to Angela Stephens at astephens@fahe.org. **Please include the CHEF Project Title you are applying for in your email subject line.*
- * Completed applications will include:
 - resume
 - transcript
 - cover letter
 - 2 references
 - one educational (professor/teacher) reference
 - one employer or professional reference
- * Contact CHEF Program Coordinator Angela Stephens with questions: astephens@fahe.org.

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: To develop a sustainable marketing campaign for Appalachia HEAT Squad® that expands the program into six (6) additional coal-impacted counties in Eastern Kentucky. This campaign will include market studies of the local communities, social media advertising, guerrilla marketing, development of promotional material and interviews with local community leaders and residents. In addition, the intern will participate in Fahe's current marketing plan and provide insights to improvements.

Project Objective 1: (08/1/2018 to 09/30/2018)

Develop marketing campaign for Appalachia HEAT Squad® that expands the current marketing efforts into six (6) additional coal-impacted counties in Eastern Kentucky.

Intern Activities:

- Activity 1: Market Study of Local Communities within the six (6) coal-impacted counties.
 - Identify major community facilities:
 - Hospitals
 - Employers
 - School System
 - Community Centers
 - Identify and interview important points of contact (Judge Executives, State Representatives, Mayor, etc.).
- Activity 2: Develop an efficient marketing strategy that maximizes exposure of the Appalachia HEAT Squad® program within the six (6) counties:
 - Develop social media advertising
 - Develop promotional material
 - Participate in local advertising through *guerrilla* marketing.
 - Advise team on best marketing practices.

Project Objective 2: (09/1/2018 to 9/30/2018)

Participate in current marketing plan for Appalachia HEAT Squad® that is focused in three (3) coal-impacted counties.

Intern Activities:

- Activity 1: Participate in Fahe's current marketing plan for Appalachia HEAT Squad®
 - Provide insight into improvements in marketing plan.
 - Participate in local advertising and education of program.
- Activity 2: Develop post-grant strategic marketing plan for Appalachia HEAT Squad®