

## Appalachia – Science in the Public Interest

### Marketing Internship 2014

#### **Organization Information**

Appalachia – Science in the Public Interest (ASPI) has been working for healthy land and sustainable communities in Kentucky and Central Appalachia for 35 years. ASPI is a non-profit resource center advocating for sustainable development, responsible resource management, and informed personal. We use science and technology to benefit current and future generation as well as the environment by promoting innovative ideas and appropriate technologies. We accomplish this through education, research, consulting and demonstration projects.

Our focus areas are: **Sustainable Energy, Education and Demonstration, Food Systems, People and Culture, and Ecosystems.** We operate out of our Small Town Demonstration Center at our main offices in Mount Vernon, KY. Our other educational facilities include the Mary E Fritsch Nature Center, Michael Francis Zalla Trails, and almost 200 acres of old growth forest at our Rockcastle River Demonstration Center in Livingston, KY. Both of our demonstration centers have examples of low-cost, simple, and effective sustainable technologies. We have organics gardens, cordwood buildings, solar panels, solar water heaters, composting facilities, native plant landscaping, camping platforms, picnic shelters, rain gardens, rain water collection systems, greenhouses, resource library, and a laboratory. Since our inception in 1977 in ASPI has been dedicated to education and awareness of our region's environmental issues and we remain just as dedicated to that ongoing cause 35 years later.

#### **Program Description**

We have three goals for Marketing in 2014:

- 1. Maintain a database with all contacts, including donors, calendar sales, educators, community groups.**
- 2. Create a long-term marketing plan for calendar sales and educational programming.**
- 3. Implement the marketing plan to increase calendar sales and participation in educational programming.**

The marketing intern will work directly with the Executive Director and collaborate with the Education Coordinator and calendar designer.

#### **Marketing Intern Duties:**

- Maintain database
- Assist in the design for fundraising marketing materials
- Prepare fundraising marketing materials
- Develop recycling fundraising program with local schools
- Help distribute flyers to schools/central offices/community groups
- Facebook campaign
- Coordinate calendar sales with parks, catalogs, and other businesses
- Assist in designing media marketing plan and creating contacts to implement the plan

## **Requirements**

- Strong writing skills and interpersonal skills
- Comfort working with Excel, Word, PowerPoint, and Constant Contact

Ability to plan and complete projects independently

- Confidence in working under pressure with short timelines
- Comfort working with a wide variety of constituents
- Broad understanding and interest in many facets of sustainability
- Ability to formulate new ideas based on current programs
- Prior experience strongly suggested, but not required

**Housing is available.**

## **How to Apply**

**Deadline: April 15<sup>th</sup> 2014**

Our EE Intern positions are filled by April for the summer program. You are welcome to visit, learn more about the center, and submit materials year-round. Interested candidates should submit a cover letter describing career goals and interest in this program along with a resume, including applicable experiences and coursework to:

Suzi Van Etten

Executive Director, Appalachia- Science in the Public Interest

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