Fellowship Description

This information will be made available to all fellowship applicants. Please type or paste responses directly into boxes below. Boxes will expand to fit.

Organization Name: ICAST (International Center for Appropriate & Sustainable Technology)

Location (City/State): Lakewood CO

Organization’s Website: www.icastusa.org

Yearlong Fellowship
(June 2016-May 2017)

Summer Fellowship
(June-August 2016)

Organization’s Mission and Goals (50 words or less):
ICAST provides economic, environmental, and social benefits to communities in a manner that builds local capacity.

Title of PIFP Fellow: Marketing Intern

Primary responsibilities of the PIFP fellow (please list, 100 words or less):

- Conduct market and industry research. Potential research projects include:
  - Analysis of Green Multifamily Properties
  - Analysis of Federal/State Programs.
- Develop comprehensive marketing plan for ICAST and its programs
- Research and establish corporate sponsorships
- Strengthen event and networking strategies
  - Assist with cultivation of new ICAST events
- Identify channel partners
  - Build connections and establish relationships with program partners in the industry
  - Create target lists identifying potential partners
- Identify and refine potential target markets
  - Analyze Multifamily Property Markets in multiple regions and states.
- Establish greater presence as industry expert
  - Utilizing ICAST publications pursue publication in additional areas.

Qualifications sought in the PIFP fellow (please list, 100 words or less):

- Interest in sustainability, green energy and/or addressing the affordable housing crisis.
- Strong communication, organization and writing skills
- Flexibility and interest in learning new skills
- Motivated and proactive about solving problems
- Research experience and strong researching skills
- Ability to work both independently on projects and in coordination with team
- Flexibility to shift focus and prioritize projects based on ICAST's needs

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**Skills/Experience sought in the PIFP fellow:**

<table>
<thead>
<tr>
<th>Activism</th>
<th>Advocacy</th>
<th>Event Planning</th>
<th>Finance/business</th>
<th>Politics</th>
<th>PR/communications</th>
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</thead>
<tbody>
<tr>
<td>Campaigning</td>
<td>Children's issues</td>
<td>Fundraising/development</td>
<td>Government</td>
<td>Public speaking</td>
<td>Qualitative research</td>
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<tr>
<td>Coalition work</td>
<td>Civil rights/social justice</td>
<td>Healthcare/health sciences</td>
<td>Human services</td>
<td>Quantitative research</td>
<td>Reproductive rights/freedom</td>
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<td>Community/political organizing</td>
<td>Criminal justice</td>
<td>Journalism/publications (print/online)</td>
<td>Law</td>
<td>Social science research/methodology</td>
<td>Statistical analysis</td>
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<td>Customer service</td>
<td>Data analysis</td>
<td>Legislative process</td>
<td>LGBTQ issues</td>
<td>TV/radio</td>
<td>Volunteer management</td>
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<td>Digital media</td>
<td>Disabilities issues</td>
<td>Lobbying</td>
<td>Marketing/sales</td>
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<td>Diversity issues</td>
<td>Domestic violence issues</td>
<td>Performing/fine arts</td>
<td>Policy:</td>
<td>Other:</td>
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<td>Economics</td>
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<td>Education</td>
<td>Environment</td>
<td>Other:</td>
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<td>Education</td>
<td>Fiscal</td>
<td>Health</td>
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<tr>
<td>Environmental issues</td>
<td>Environmental issues</td>
<td>Legislative</td>
<td>Legislative</td>
<td>Other:</td>
<td>Other:</td>
</tr>
</tbody>
</table>

**Technology Skills Required:**

- Excel
- Power Point
- Publisher
- GIS
- Graphic design
- Database management
- Constant Contact
- Social media
- Video/film production
- Website design

**Certifications Required:**

- WFA
- WFR
- First Aid
- CPR

**Language Skills Required:**

- Spanish