Chapel Haven, Inc.

1040 Whalley Ave, New Haven 06515

www.chapelhaven.org

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Placement dates are flexible – 8 to 11 weeks between Tuesday, May 29 and Friday, August 10, 2018

Yes. We can be flexible with dates and the Fellow can pick start and end dates.

8am to 4pm Monday-Friday with flexibility.

Organization description:

Chapel Haven’s mission is to provide lifelong individualized services for people with developmental and social disabilities, empowering them to live independent and self-determined lives.

Founded by parents in 1972, Chapel Haven has grown to a staff of over 180 that serves more than 250 adults with differing abilities every day. Internationally recognized as a leader in the field, Chapel Haven continues to spearhead innovative result-oriented programming. Chapel Haven prides itself on a community that feels like family with an exceptionally talented staff.

Please write a 1-2 sentence summary of the work that the Fellow would be conducting:

The Fellow will work with the Director of Marketing, Director of Development, and the President of Chapel Haven to create and execute a marketing plan with a focus on social media and community outreach.
Please write a complete description of the specific project you propose and list the duties/outcomes expected of the Fellow:

Working directly with the Vice President, Marketing, Chapel Haven would like the Yale Fellow to create and execute a strategic marketing plan with a focus on social media and community outreach. Chapel Haven has been located in Westville for over forty years, but often the surrounding New Haven community is unaware of its mission or its extraordinary adults. We look to the Yale Fellow to let the surrounding community know who Chapel Haven is and how we can best partner with local government officials, non-profit agencies, foundations, and businesses.

Specific duties include:
➢ After an orientation period of learning about our agency, write, post and take photos for Chapel Haven’s Facebook page under the guidance of the VP
➢ Post content and help keep Chapel Haven’s website up to date
➢ Write for Chapel Haven’s quarterly e-newsletter
➢ Draft press releases as needed
➢ Create a marketing outreach plan by researching local potential partners and reaching out to schedule meetings
➢ Organize, create, and attend meetings with Chapel Haven leadership (such a VP Marketing, Admissions; VP Development; and President) and the potential community partner to educate them about Chapel Haven and spearhead synergies

Specific skills/experience required for the project:
➢ A natural networker who is passionate about Chapel Haven’s mission
➢ A keen interest in learning more about public relations, writing, social media and marketing. Journalism or communications major especially well suited
➢ A mastery of social media (Facebook, Twitter, YouTube, website design)
➢ An interest in learning more about special education and the disability field helpful
➢ Excellent written communication, oral presentation skills and analytical skills
➢ Ability to use a computer for data processing, information retrieval, e-mail correspondence
➢ Flexibility and ability to take directions for a busy office
➢ Additional requirements (e.g. a car or weekend working hours). If a car is required, please include information regarding parking arrangements and mileage reimbursement): A car is not required, but would be helpful.

Briefly describe the work that Yale PPSF Fellows have done with your agency in the past and present.
Chapel Haven has not yet had a Yale Fellow, but we’ve had active volunteer help through Dwight Hall and also through Dr. Fred Volkmar and the Yale Child study Center. Yale interns have also volunteered for a week over the summer and participated in Chapel Haven’s Autism Sensory-Friendly Booth at the CT Open. We have always been impressed with Yale students’ work ethic, compassion, and interest in our adults.