

## **TOURISM MARKETING FELLOWSHIP – 2010**

The Commission on Culture & Tourism (CCT) is pleased to offer a part-time Tourism Marketing fellowship open to college students or graduates with a demonstrated interest in tourism marketing. Current or previously enrolled students in tourism and hospitality degree program degree preferred.

CCT is committed to providing educational opportunities in tourism marketing for young people. We believe the best way to build tourism marketing participation and awareness is to offer first hand experience in the various aspects of the tourism marketing and development field.

The fellowship is designed to provide on-the-job-training and meaningful learning experiences for qualified individuals aspiring to a career in tourism marketing. Fellows will:

- work closely with the Tourism Division's professional staff
- meet and interact with a wide variety of tourism constituents and marketing professionals
- establish contacts at the state, regional, and national levels
- gain decision-making and technical skills in specific areas of interest
- develop a broad overview and perspective of the functions of CCT

### **RESPONSIBILITIES**

The Tourism Marketing fellow will train in the areas of strategic marketing planning, co-op marketing grant program, challenge grant program and partnership grants, tourism committee coordination, website development, and constituency outreach. Duties will include assisting in the execution of the tourism strategic marketing plan; assisting with reviewing, processing and monitoring applications and recipients of the co-op marketing grant program and challenge grant program, and researching and developing content for the official tourism website for the state; coordinate and follow-up with actionable items relating to tourism committee meetings under the supervision of the Marketing Director; and various duties as assigned by the Marketing Director.

### **STIPEND**

The fellow will be allowed a \$30,000.00 annual stipend with a required commitment of 30 hours a week for an equivalent of 50 weeks. Fellowship grant may be renewed for an additional one-year extension.

### **ELIGIBILITY**

CCT is seeking highly motivated college students or graduates with a demonstrated interest in tourism marketing. Current or previously enrolled students in tourism and hospitality degree program preferred. Excellent organizational, interpersonal, presentation and communication skills are necessary. Applicants must demonstrate computer/database skills as well as competence in writing and editing. Applicants must be able to work independently.

### **HOW TO APPLY**

Please send cover letter (stating your goals, areas of interest and experience), current resume and two (2) letters of recommendations by February 16, 2010 to:

Barbara Cieplak, Marketing Director  
Connecticut Commission on Culture & Tourism  
One Constitution Plaza, Second Floor  
Hartford, CT 06103

Finalists will be called for interviews.











