Local Community Promotion Fellow  
Office of Sustainability

Description
A large part of a sustainable lifestyle is supporting those around you in order to foster a resilient and cohesive community. There are many businesses and other organizations in the local community that members of the Connecticut College community and beyond are unaware of and thus, do not frequent. The Local Community Promotion Fellow will form relationships between the College and local businesses and other organizations in order to educate and support College community members to utilize the goods and services offered by local businesses. Promotion of local businesses and organizations in New London will help the College form a stronger social and economic bond with the community, all of which benefits the entire community as a whole. The Fellow will collaborate with local businesses and organizations to host promotional events and will develop strategies for how to overcome the transportation challenges inherent in people getting to and from downtown.

The Local Community Promotion Fellow will have the following responsibilities:

• Develop close collaboration with New London Main Street - a local economic development nonprofit organization
• Reach out to local business owners to inquire about their interest in working with the College to gain more customers and awareness
• Work closely with local business owners to come up with ways to bring students and other community members to these businesses
• Organize shopping or restaurant events/trips in downtown New London
• Develop and execute ideas about how to educate the community on the importance of community collaboration specifically in support of the local economy
• Work with the Communications Team to develop an effective communications strategy for advertising all of the local businesses in proximity to the College
• Other duties as assigned

Requirements
• Excellent time management and organization skills
• Strong verbal and written communication skills
• Comfortable working with a variety of campus and community constituencies (local community members, staff, students, faculty)
• Passion for supporting a resilient and vibrant local economy

Compensation
Mandatory participation in 2-credit Applications of Sustainability Seminar (SUS 293) that meets Fridays from 11:50am-1:05pm. The course is taken pass/fail.

Supervisors
Josh Stoffel, Co-Director                Senior Fellow for Local Community Collaborations