



DIRECTOR OF EXTERNAL RELATIONS

JOB DESCRIPTION

Director of External Relations

The Director of External Relations plans and executes HRSA's professional workshops and events through sourcing human resources professionals such as speakers, panelists, and attendees. Your key responsibilities are contacting and maintaining relationships between external contacts and HRSA that will bring optimal value to students. In addition, you proactively create the corporate identity of HRSA through interacting with industry professionals while supporting your External Relations Coordinators for HRSA's two pillar events throughout the year.

Your term will last from May 2017 - April 2018.

Your Role Includes:

- Cold-emailing industry professionals with an appropriate and professionally written template for event invitations and informational interviews
- 'Connecting with experienced HR professionals to invite as attendees or speakers via personal network and/or LinkedIn
- Documenting all contact information and templates and regularly maintaining a database of contacted professionals and respective statuses
- Building and maintaining relationships with external contacts, and inviting them to upcoming events and opportunities within HRSA (i.e. coffee chats with members)
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- Acting as a liaison to communicate updates between industry professionals/speakers and HRSA Executives
- Working closely with Director of Administration, Director of Marketing & Director of Corporate Relations to ensure the requirements for events and workshops are met
- Meeting with respective Organizing Committee Coordinators bi-weekly to guide and monitor progress
- Being an HRSA ambassador and promoting HRSA in a responsible and professional manner

You're Great At:

- Initiating conversation and maintaining contact with industry professionals
- Building relationships and expanding your professional network
- Communicating appropriately, both verbally and written, while interacting with team members, Organizing Committee, and industry professionals
- Attention to detail while planning and executing workshops
- Strong presentation and facilitation skills
- Time management skills and keeping yourself organized while using online and personal resources (Calendar, Google Drive) to schedule activities and meet deadlines
- LinkedIn and Google Drive knowledge to contribute to the success of sourcing and establishing connections with professionals

Bonus Points:

- Previous experience organizing professional events





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- Proactive participant in local networking events
- Planning it Right certification
- Interest in human resources
- A large and strong network of industry professionals
- Engagement in the Beedie community