

# External Relations Manager Job Description

*(Revised Jan 2024)*

## 1. OVERVIEW

- 1.1. External Relations Manager is appointed by the Head of School and reports to Head of Admissions and Marketing
- 1.2. The External Relations Manager will work collaboratively with all the faculty and Marketing team.
- 1.3. External Relations Manager is a full time employee of Stonehill.
- 1.4. The External Relations Manager will be the sole point of communication with the corporates and the admissions department.
- 1.5. The External Relations Manager is also responsible for the Alumni Outreach programme.

## 2. EXPECTATIONS

It is expected that the Manager – External Relations will:

- 2.1. Demonstrate an explicit commitment to the philosophy, mission and vision of the school as determined by the Governing council and the Senior Management Team.
- 2.2. Be aligned with and promote the School's vision, mission, identity, and core values.
- 2.3. Keep abreast of the competencies and skills required of the position.
- 2.4. Communicate effectively with all school constituencies as appropriate.
- 2.5. Maintain an effective working relationship with colleagues, Heads of departments and Senior Management Teams
- 2.6. Be familiar with the operational practices and expectations of the school.
- 2.7. Adhere to the school policies and guidelines.
- 2.8. Attend all the meetings as per the requirement of the Head of School and Senior Management Team.

### **3. DUTIES AND RESPONSIBILITIES**

- 3.1. To actively reach out to the target audience.
- 3.2. To build long term relationships with corporate entities, including consulates - Senior Leadership and influencers within organizations.
- 3.3. To build long term relationships with Relocation Agencies, Mobility teams and influencers within organizations.
- 3.4. To develop and nurture relationship with HNIs in Bangalore and other source markets.
- 3.5. Reinforce and demonstrate the Value Story to the Target Audience and promote understanding and acceptance.
- 3.6. Develop in-depth understanding of Customers and the Market.
- 3.7. To develop new leads and target markets.
- 3.8. To represent the school at all its promotional events.
- 3.9. To be an advocate for the IB education system.
- 3.10. Reach out and connect to faculty and student alumni
- 3.11. Drive the alumni engagement program
- 3.12. Update and maintain alumni records
- 3.13. Leverage stakeholders to create partnerships for the school in order to enable opportunities for quality internships, guest speakers, event sponsorships, etc.

The Job Description is a guide only and is not intended to be an exhaustive or exclusive list of duties of this position. It is subject to review and modification by the Head of School at any time in response to the changing needs of the school.