



**acadsa**  
ACAD STUDENTS' ASSOCIATION

## 2.1.3 Director of External Relations

### Position Profile

The Director of External Relations serves as the public representative of the Executive Committee and promotes the mandate and objectives of the organization to the external community.

### Key Areas of Focus

- Networking
- Advocacy
- Strategic Partnerships
- Fundraising

### Primary Objectives

The Director of External Relations contributes to the organization by fulfilling the following objectives:

1. Building the profile of the organization by engaging with the public community
2. Advocating on behalf of the membership with official governing agencies
3. Establishing mutually beneficial relationships with affiliated organizations

### Responsibilities of the Position

The Director of External Relations is directly responsible for carrying out the following tasks:

1. **Communicating ACADSA's position to External Agencies**
  - a. Attends and arranges meetings with local, provincial and federal representatives to communicate and advocate ACADSA's position on issues affecting our student membership
  - b. Attending networking events, meetings, and conferences on behalf of the Association to represent ACADSA's membership and their views
  - c. Sits on the ACAD Board of Governors as the student representative
  - d. Communicate to the SLC any local, provincial, and/or federal issues that have potential impact on the membership
  - e. Represents the student voice on Academic Council

## **2. Establish and Maintain Mutually Beneficial Relationships with Partner Organizations**

- a. Works with ACADSA staff to build mutually beneficial connections and partnerships between ACADSA and other cultural and advocacy organizations
- b. Establishes contact and builds relationships with the following:
  - i. Art, Craft and Design Student Organizations
  - ii. Local, Provincial, and Federal Student Associations
  - iii. Municipal, Provincial, and Federal representatives
- c. Coordinates with the General Manager to establish a fundraising strategy that supports the development of sponsorships and partnerships with external organizations
- d. Ensures that Executive Committee periodically reviews ACADSA's membership in local, provincial, and national lobby organizations and makes recommendations to the SLC on any changes deemed necessary

## **3. Advocate ACADSA's Position on External Policies**

- a. Facilitate a process through the Policy committee in which ACADSA advocates on issues related to our values in the external community
- b. Work with ACADSA staff, Executive, and SLC to develop a means in which to engage the public community in our programming and initiatives

## **4. Development and Implementation of Strategic Plan**

- i. Participates in goal setting initiatives that support the positional, professional, and personal growth of the Executive Committee
- ii. Works with the Executive Committee and General Manager to prepare documents that support the Strategic Plan
- iii. Ensures that the student voice is adequately represented in the Strategic Planning process