



2.1.3 Vice-President External Relations

Position Profile

The Vice-President of External Relations serves as a 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

Reporting Relationship

The AUArts SA Vice-President of External Relations reports directly to the AUArts SA President.

Primary Objectives

The Vice-President 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

Major Areas of Responsibility

1. External Advocacy

- a. Attends and arranges meetings with local, provincial and federal representatives to communicate and advocate the AUArts SA's position on issues affecting our student membership
- b. Attends networking events, meetings, and conferences on behalf of the Association to represent the AUArts SA's membership and their views
- c. Communicates to the Executive Committee any local, provincial, and/or federal issues that have a potential impact on the membership

2. Fundraising and Partnership Development

- a. Works with the AUArts SA staff members to build mutually beneficial connections and partnerships between the Association and other cultural, service, and advocacy organizations

- b. Coordinates with the Executive Director and President to establish a fundraising strategy that supports the development of sponsorships and partnerships with external organizations
- 3. Strategic Planning**
- a. Works with the Executive Committee and Executive Director to prepare documents that support the long term goals of the Association
 - b. Ensures that the student voice is heard and represented during the strategic planning and goal setting process
 - c. Prepares reports as required to document progress on various initiatives
- 4. Official Representation**
- a. Represents the AUArts SA as required on various ad-hoc committees
 - b. Acts as a representative on the AUArts SA Policy Committee
 - c. Acts as an official AUArts SA representative to the following external agencies:
 - i. Alberta Students' Executive Council
 - ii. Canadian Federation of Students

Assigned Duties

The Vice-President External Relations is directly responsible for carrying out the following tasks:

1. External Advocacy

- a. Attends and arranges meetings with local, provincial and federal representatives to communicate and advocate AUArts SA's position on issues affecting our student membership
 - i. Establishes contact and builds relationships with the following groups:
 - Art, Craft and Design Student Organizations
 - Local, Provincial, and Federal Student Associations
 - Municipal, Provincial, and Federal elected representatives
 - ii. Conducts research and prepares supporting documents for any strategic advocacy initiatives
- b. Attends networking events, meetings, and conferences on behalf of the Association to represent AUArts SA's membership and their views
 - i. Establishes contact and builds relationships with the following groups:
 - AUArts Faculty Association
 - Alberta Union of Provincial Employees
 - Provincial Advocacy Groups
 - National Advocacy Groups
 - SAIT Students' Association
- c. Communicates to the Executive Committee any local, provincial, and/or federal issues that have potential impact on the membership
 - i. Ensures that Executive Committee periodically reviews AUArts SA's membership in local, provincial, and national lobby organizations and makes recommendations to the SLC on any changes deemed necessary

- ii. Consults with the Policy committee on which policy related initiatives need to be advocated for to the external community
- iii. Reviews and reports on current events and changes in the post-secondary landscape on a provincial and national level

2. Fundraising and Partnership Development

- a. Works with AUArts SA staff members to build mutually beneficial connections and partnerships between the Association and other cultural, service, and advocacy organizations
 - i. Collaborates with the Executive Director to identify potential connections
 - ii. Attends meetings as required to represent the AUArts SA during partnership negotiations
- b. Collaborates with AUArts SA staff, Executive, and SLC to develop a means in which to engage the public community in our programming and advocacy initiatives
 - i. Supports the development of communications plans and strategies to promote the various initiatives
 - ii. Researches potential materials to be included in strategies and campaigns
- c. Coordinates with the Executive Director and President to establish a fundraising strategy that supports the development of sponsorship and donation opportunities with external organizations
 - i. Identifies appropriate and realistic ventures to prioritize
 - ii. Supports the development of proposals and materials as required

3. Strategic Planning

- a. Works with the Executive Committee and Executive Director to prepare documents that support the long term goals of the Association
 - i. Completes required materials and ensures content is communicated
- b. Ensures that the student voice is heard and represented during the strategic planning and goal setting process
 - i. Reviews methods by which student feedback is captured to ensure effectiveness
- c. Prepares reports as requested to support the work of the Association
 - i. Review strategic progress on a regular basis with the AUArts SA President

4. Official Representation

- a. Represents the AUArts SA as required on various ad-hoc committees
 - i. Reviews and prepares materials as required
- b. Acts as a representative on the AUArts SA Policy Committee
 - i. Attends all meetings of the Policy Committee
 - ii. Prepares any required reports and ensures all relevant content is submitted
 - iii. Reviews meeting packages and prepares any required notes and questions
- c. Acts as an official AUArts SA representative to the following external agencies:

- Alberta Students' Executive Council
 - Canadian Federation of Students
- ii. Attends conferences and meetings as required
 - iii. Reviews and prepares materials to adequately represent the AUArts SA and it's membership