

Job Description

Job Title	External Relations Team Leader
Reports to	Dean of Strategic Planning & Relations
Dept./Office	Strategic Planning & Relations / External Relations Team

Drafted as of July 22, 2022

Summary – External Relations Team

The External Relations Team is responsible for the implementation of public relations activities and events, as well as the management of donation records, donor appreciation, tracking, reporting, and cultivation. The External Relations Team Leader is also responsible for the overall management of the university's website maintenance and external communications including but not limited to signing Memorandums of Understanding (MOU).

Responsibilities

- Manages the team's tasks that include creating content, public relations activities, marketing, donor appreciation ceremony, organizing external/internal events, visitor tours, and events
- Operates social media channels for content distribution and activation - Experience in planning, producing, advertising, and organizing content on Facebook / Instagram / Google AdWords is preferred
- Assists with public relations efforts in conjunction with internal and external university stakeholders to fully integrate donors and maintain an accurate donation database, donor stewardship records, and donor history
- Compiles data for weekly reports and reports for BoM meetings
- External communication with outside institutions

Qualifications

- Bachelor's degree or higher
- Work experience in a related field, preferably in a higher education setting
- High level of fluency in both English and Korean writing and communication skills
- Extensive knowledge of the higher education systems and the secondary education systems in Korea and the USA

Required Skills, Knowledge, and Abilities

External Relations Team is looking for a team leader who possesses the following attributes:

- **Communication and Interpersonal Skills**
 - Excellent presentation skills and techniques
 - Ability to get on well with others within the Team and other members at the university
 - Skills to facilitate internal communication, resolve conflicts, balance work among team members and solve problems
- **Leadership Skills**
 - Proactive and forward-looking, with an exploring attitude forward-looking and an exploring attitude
 - Open-minded, flexible, and willing to help team members grow
 - Decision-making skills, along with determination, ownership, and fair judgment skills required
- **Management Skills:**
 - Have a good understanding of budget planning and control
 - Have skills in examining operations and procedures, providing policies, developing innovative ideas, and finding efficient procedures
 - Ability to write and design promotional materials and lead the team to high results
 - Ability to gather data, compile information, and prepare reports
- **Computer skills – Microsoft Office (Excel, Word, and PowerPoint)**