Downloaded from <https://www.velvetjobs.com/job-descriptions/external-relations>

# Example of External Relations Job Description

Our company is growing rapidly and is hiring for an external relations. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for external relations

* Develop, internally market and maintain online content libraries for ER technologies, such as reports, business processes, how-to documentation
* Develop, deliver and document appropriate training programs, content, apps, offered through HBS/HU, online, or other venues
* Monitor and promote through training and education, best practice e-learning solutions appropriate for ER, including education videos, self-guided learning, MOOCs and other web-based learning
* Position is responsible for maintaining existing public relations and marketing relationships in the community seeking to create new ones
* Position will be responsible for working with outside vendors to create, design, and print all marketing materials
* Managing website content and functionality
* Procure and create all aspects of advertising and marketing
* Oversee and schedule box office staff and front of house staff until operations move to the Ent Center
* With managing director, create pricing structure for all performances on the season
* Create and distribute newsletter subscriber and donor benefit information

## Qualifications for external relations

* Willingness to travel (mostly North America, occasionally intercontinental)
* University degree in Communications/PR or Journalism, with exceptional writing and presentation skills
* 10+ years’ experience in public affairs, traditional and social media relations
* Understanding of (business to business) market trends and the ability to translate these into communication opportunities
* Pro-active attitude and comfortable working under pressure
* Native or very fluent in oral and written English