



# EXTERNAL RELATIONS



## Human Resources Student Association (HRSA)

The Human Resources Student Association (HRSA) is a student-run organization at Simon Fraser University's Beedie School of Business. We aim to support students and broaden their knowledge of Human Resources by providing engaging opportunities to connect with industry professionals through networking events, skill enhancement workshops, and case competition challenges.

## Vice President of External Relations

As the VP of External Relations, you develop and maintain relationships with all of HRSA's current and potential professionals, proactively seeking out new opportunities to form these relationships at all times. The VP of External Relations will co-run the department with the VP of Corporate Relations to ensure that all of HRSA's events and projects such as workshops, HR Times, HR Secrets, and other external stakeholder events can succeed to its full potential by supplying sponsorships and maintaining key partnerships.

**Reports to:** Victor Le, President

**Time Commitment:** May 2022 to May 2023

## Responsibilities

- Maintain the relationships between external contacts and HRSA
- Organize and execute workshops and other external stakeholder events by cold-calling industry professionals
- Create and adapt professional packages to reflect HRSA's goals and industry best practices
- Document contact information and external relations reports, along with managing a database of professionals
- Collaborate with the Vice President of Corporate Relations and coordinators to execute and manage the HR Times magazine issues, HR Secrets podcast series, and the HR Connect Cafe networking event
- Retain existing stakeholders and obtain new stakeholders by developing a partner relationship management strategy along with ensuring delivery of agreed-upon benefits
- Plan new initiatives in the form of events and programs

## Required Skills and Characteristics

- Ability to initiate and maintain conversations with industry professionals and stakeholders
- Strong written and verbal communication skills
- Self-motivated, inspired, proactive with strong teamwork skills
- Experience organizing and executing small-scale events such as workshops
- A strong network of contacts and connections
- A proactive participant in events outside of HRSA

Please refer to the application form for instructions on how to apply.

**Application deadline is April 24, 2022 at 11:59 pm.**