

The External Relations Manager is expected to build and grow internal and external relationships to help develop brand eminence and advocacy in India and abroad. The person should lead the outreach program by creating a strategic plan, tracking the efforts/progress, and recommending newer avenues to build the brand locally and internationally. The person is expected to maintain and grow strategic relationships/partnerships with industry bodies, business chambers, and IP attachés by creating advocacy programs around the year. The person is also responsible for various international submissions for maintaining the top-tier positioning of the brand.

Proposed Roles n' Responsibilities:

- Build and grow external relationships to help build the brand and its eminence in India and globally
 - Lead, design, develop, and implement outreach/advocacy strategies (both domestic & international)
- Special focus on building and nurturing international relationships across chosen jurisdictions including the US, Europe, and Asia. The efforts should result in organizing direct client meetings, roundtables, and informal interactions with the associations' member groups.
- Manage submissions (surveys/research of foreign publication houses) – leading the efforts for collating information in the submission forms, regular follow-ups with relevant teams, completion on time, etc.
- Manage memberships and subscriptions – Maintaining relationships with all the existing chamber partners (Indian and foreign) and building new relationships
- Listings & rankings – maintain relevant trackers and coordinate with relevant research platforms for discrepancies/queries, etc.
- Working with the operations team to maintain trackers, feedback forms, and update various modules (outreach activities, memberships, and subscriptions related expenses)
- Work closely with HR, Admin, Accounts, and other departments to manage interdependencies including vendor management (renewals, payments, etc.)
- Build a strategic road map for outreach efforts across Indian states by tracking markets and trends, recommending local chambers and industry bodies
- Nurture and grow existing strategic relationships/partnerships, to meet the organizational objectives
 - Identifying, and developing new opportunities, and building and expanding the brand presence across chosen jurisdictions
 - Execute events in association with industry bodies – negotiations, agenda development, speaker alignment, overall event management
 - Expanding partnerships and alliances for the business to expand its reach across various jurisdictions
 - Work with the research team to track new markets (jurisdictions) and emerging trends to develop new strategic partnerships

Minimum expectations:

- 5-8 years of relevant/prior experience in managing relationships
- International exposure/market understanding
- Service industry experience (at least 3-4 years)
- Willing to travel within India