

TERMS OF REFERENCE

Dean of Development and External Relations

PURPOSE and SCOPE

The Dean of Development and External Relations is a high-level leadership position at the College responsible for the development and implementation of plans to build and maintain relationships with external stakeholders, source new partnerships, diversify RTC's revenue sources, and advance the RTC brand. This includes, but is not limited to, the development of international partnerships and projects, expanding strategic partnerships for scholarships, leveraging facilities and human resources for offering of consultancies and training courses, the development of marketing strategies for different target markets, and alumni relations. The initial contract period is four years.

RESPONSIBILITIES

International Relations

- Development of a worldwide institutional partnership strategy to attract reputable international partners.
- Development of partnership agreements and MoUs.
- Regular follow-up and communication with potential and current partners.
- Development of international programmes to meet different target markets.
- Ongoing contributions to international education discourse.
- Formulating and implementing strategies to attract international students.
- Ensuring support for international students at RTC.
- Expanding meaningful bilateral exchange opportunities for students, staff, and faculty.
- Continuous improvement of all international programmes.

Business Development

- Assess demand for local courses, and supervise course development and implementation.
- Assist in sourcing, preparing and submitting proposals for consulting engagements.
- Develop relationships with key stakeholders in Bhutan, including businesses, government ministries, and international organizations.
- Develop and implement a scholarship strategy, including fundraising events.
- Ensure the College's facilities are being actively promoted for hire.
- Ensure that RTC is marketed as an attractive event hosting venue, e.g., for conferences – locally and abroad.
- Supervise the alumni relations function.

Marketing

- Develop a strategic marketing plan, and ensure that it is implemented.
- Ensure appropriate marketing materials, gifts & souvenirs/novelties are produced for local and international student recruitment, institutional partnerships, College facilities and scholarships on a timely basis.
- Evaluate the effectiveness of marketing strategies and modify accordingly.

Management

- Serve in the Executive management at RTC, participating in collaborative decision-making, and overseeing and managing various aspects of the institution's operations, strategic planning, and policy development.

Any other tasks as and when assigned.

REPORTING

Direct reports: Managers and staff of the International Relations Office, Marketing Office, and Business Development Office.

Reports to: The President

KNOWLEDGE SKILLS AND ABILITIES

Education: Academically very well-accomplished with a Masters/PhD in any field of study.

Experience: Broad administrative and/or academic experience (at least 15 years) with a proven track record of achievement of outcomes. Direct experience or familiarity with the tertiary education sector, both within and outside Bhutan, is a plus.

Skills: Excellent oral and written communication skills, networking and PR, media relations, leadership as well as supervisory and mentoring skills.

Personal Attributes: A track record of having good interpersonal relations, of working collaboratively in a multicultural environment, and of being flexible to adapt to institutional and external changes.