

## **Role Description | Marketing Officer**

*Accountable to* | Presidential Office

### *Purpose of the Role*

- To maintain a professional external image of the Federation and ensure adherence of EFPSA's CVI guidelines

### *Main Responsibilities*

- To coordinate the Marketing Office, delegate tasks and oversee the progress of set tasks in accordance to the team's Action Plan
- To ensure that all EFPSA external and internal promotional material are in accordance to the CVI guidelines
- To support, guide and oversee the promotional aspects of EFPSA's Events, Services and teams

### *Tasks*

- Marketing Office
  - Delegating tasks within the Marketing Office and ensuring that deadlines are adhered to
  - Overseeing and giving feedback to the actions and activities undertaken throughout the mandate
  - Promptly and effectively attending to requests from the team
  - Conducting CVI adjustments on promotional materials, where necessary
  - Ensuring adherence to CVI practices among the EFPSA Community and ensuring that the official webpage and EFPSA Facebook Page are in accordance with CVI guidelines
  - Ensuring the quality, creation and transport of possible EFPSA Market Place (EMP) products
  - Working with the Member Representatives Officer (MRO) and Member Representatives (MRs) in relation to EFPSA's promotion
  - Monitoring the content of promotional materials and ensuring that all of them are up-to-date
- Board of Management
  - Supporting the Board of Management with promotional material
  - Being responsible for the booking and prioritisation of the promotional calendar

### *Requirements*

- Basic experience in design
- Basic website editing skills (i.e. Joomla)
- Creativity

- Experience and/or strong interest in marketing and promotion

Please note that EFPSA's roles are always being developed, therefore, there may be slight variations to this document since it was produced. If you would like to ask any questions, receive additional insight or state an interest in this position, please contact the current Marketing Officer ([marketing@efpsa.org](mailto:marketing@efpsa.org)).