

Role Description | Marketing Officer

Accountable to | Presidential Office

Purpose of the Role

- To maintain and develop the branding and professional external image of the Federation

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 on the actions and activities undertaken throughout the mandate
 - Promptly and effectively attending to requests from the Working Community
 - Oversee the preparation of EFPSA Day
 - Conducting CVI adjustments on promotional materials, where necessary
 - Ensuring adherence to CVI practices among the Working Community and ensuring that the official webpage and EFPSA Social Media Pages are in accordance with CVI guidelines
 - Monitoring promotional campaigns on EFPSA Social Media Pages
 - Ensuring the quality, creation and transport of 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
 - Oversee the scheduling and prioritisation of the promotional calendar

Requirements

- Experience and/or strong interest in marketing and promotion

- Management skills
- Leadership and delegation skills
- Familiarity with EFPSA's Corporate Visual Identity (CVI)
- Basic experience in design
- Basic website editing skills (i.e. Joomla)
- Creativity

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).