

Role Description | Social Media Responsible

Team | Marketing Office
Accountable to | Marketing Coordinator

Purpose of the Role

- Participating and contributing to the work of the Marketing Office and supporting the Board of Management and Executive Board in maintaining and expanding their social media presence and promotion

Main Responsibilities

- To oversee social media presence of EFPSA
- To collaborate to the promotion of EFPSA and its Services, Events, projects and Teams

Tasks

- Creating a schedule for posts for main EFPSA page
- Posting the podcasts of EFPSA online
- Developing and implementing a social media strategy for efficient use of new technologies
- Managing social media accounts (Facebook, Twitter, Instagram, YouTube, LinkedIn)
- Engaging in comments sections on social media
- Coming up with solutions and sharing new promotional ideas
- Reporting to the Marketing Coordinator and the Marketing Officer
- Providing feedback on Corporate Visual Identity (CVI)
- Following all the interesting finding in the field of Psychology and sharing stories/articles that could be relevant in a field
- Communication via email with other teams in order to be aware of their campaigns and help with promotion

Requirements

- Basic knowledge of Social Media mechanics
- Organisational skills
- Creativity
- Curiosity and eagerness to learn new tools
- Familiarity with CVI (preferable)

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 on marketing@efpsa.org.

