

## Role Description | Marketing Coordinator

*Teams* | Marketing Office  
*Accountable to* | Marketing Officer

### *Purpose of the Role*

- Coordinating with team members within the Marketing Office to ensure that action plans are followed and coordinating and managing EFPSA Day

### *Main Responsibilities*

- To actively participate and collaborate on a wide range of projects and tasks within Marketing Office
- To contribute to the development and production of promotional material
- To ensure effective work within the Marketing Office through the implementation execution of organisation, administrative and coordination tasks
- To give feedback and provide new ideas to design projects run by the Marketing Office

### *Tasks*

- Effectively coordinating the Marketing Office along with the Marketing Officer
  - Coordinating the photo sessions of the EFPSA Working Community at the Congress
  - Helping the Marketing Officer to organise and lead the Marketing Office meetings at the Congress
  - Organising monthly Skype meetings
  - Providing the Marketing Office with efficient and effective feedback on various tasks and projects
  - Supporting and guiding the work of the Team Members and Social Media Responsible
  - Analyzing social media posts and statistics
- Coordinating EFPSA Day
  - Actively searching for local EFPSA Day organisers and contacting Member Representatives
  - Preparing promotional material and other documents needed for local organisers, in cooperation with the Marketing Office
  - Supporting local EFPSA Day organisers in the facilitation and organisation of their local EFPSA Day
  - Maintaining contact with Local Organisers and Member Representatives and gathering their feedback
  - Preparing an evaluation report from the EFPSA Day

### *Requirements*

- Organisational skills
- Leadership and communication skills
- Basic experience in design
- Creativity
- A strong command of the English language

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](mailto:marketing@efpsa.org).