

## **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
  - Coordinating and supporting the Marketing Office Coordinator and Marketing Office.
  - Overseeing tasks within the Marketing Office and ensuring that deadlines are adhered to.
  - Overviewing and giving feedback on the actions and activities undertaken throughout the mandate.
  - Effectively and efficiently 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. WordPress).
- Creativity.

### *Time Investment*

- You will be working approximately on average 12-15 hours a week on EFPSA and you are flexible in allocating your time during the week.
- Next to the EFPSA Congress and Joint Executive Board & Member Representatives Meeting, you will meet in-person twice with the Board of Management to have a week-long meeting. This usually takes place in August/September and January/February.
- Should you be concerned about the time investment, please don't hesitate to contact any current or past Board of Management members. Many before you have taken this opportunity successfully while simultaneously studying or working.

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)).