

## **Role Description** | Public Relations Coordinator

*Team* | External Relations Office

*Accountable to* | President

### *Purpose of the Role*

- Maintaining and developing EFPSA's public image with the aim of sharing best practices, establishing constant media coverage and improving the visibility of EFPSA.

### *Main Responsibilities*

- To develop and implement comprehensive information management strategies
- Strong collaboration with the External Relations Officer
- To determine and contact interest groups in line with EFPSA's mission, vision and values, such as official decision-making bodies and general media
- To create a contact databases
- To propose media and communication long-range plans design to meet EFPSA's goals and improve the Federation's visibility
- To contribute to the External Newsletter

### *Tasks*

- Prepare publicity material in coordination with other EFPSA services and offices and providing partners with information about new promotional opportunities of EFPSA
- Writing and producing presentations and press releases
- Dealing with enquiries from the public, the press, and related organisations
- Organising and attending promotional events such as press conferences, open days as well as EFPSA events
- Collaborating with EFPSA's Member Organisations to create a local media contact database
- Creating public relations guidelines for the Federation

### *Requirements*

- A strong command of the English language
- Availability to travel
- Excellent communication skills
- Good knowledge of EFPSA's Events, Offices, Services and campaigns
- Excellent networking skills
- Proactive work ethic
- Awareness of different media outlet's agendas
- Willingness to develop and improve the role

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 President on [president@efpsa.org](mailto:president@efpsa.org).