

Role Description | Social Media Responsible*

Team | Marketing Office

Accountable to | Marketing Officer

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 collaborate to the promotion of EFPSA and its Services, Events, projects and Teams
- To oversee social media presence of EFPSA
- To oversee one designer within the Marketing Office

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 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
- Establishing & Chairing meetings with Services & Offices relation to Social Media collaboration

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 (marketing@efpsa.org).

*The change in name is pending approval at the February e-voting 2020.