

## **Role Description** | Training Image Responsible

*Team* | Training Office

*Accountable to* | Training Office Coordinator, Vice President

### *Purpose of the Role*

- To create and maintain the professional and sustainable image of EFPSA Training

### *Main Responsibilities*

- To be a bridge between the outside world (Psychology Students) and the EFPSA trainers and Training Office
  - To create and maintain the social media presence of the EFPSA Trainings and Trainers' Community
  - To create updates and content representing the Training Office, Trainers' Community, and EFPSA training sessions
  - To ensure new pictures of EFPSA trainers are taken each year at the Congress, Train the Trainers and Executive Board & Member Representatives Meeting
  - TIR makes sure that shared content is in line with EFPSA's Corporate Visual Identity (CVI)

### *Tasks*

- To collaborate with Training Community Responsible on the trainers' merchandise by selecting and evaluating the designs (e.g. Trainers' hoodies, pins, jackets, and T-Shirts), while the Training Community Responsible supervises the process and orders the merchandise
- To create and maintain TO media presence
- To highlight the individual EFPSA Trainers on social media, in which countries they deliver training sessions, on which topics they deliver on and shared personal information (Trainer's Spotlight)
- To collaborate with External Training Responsible for creating and maintaining the EFPSA Trainings' portfolio
- To ensure all TO materials are in line with EFPSA's Corporate Visual Identity
- To develop new ideas to promote training sessions internally and externally
- To assist the Training Events Responsible in finalising the handbooks from EFPSA Training events
- Work on the Training Community Map

### *Requirements*

- Strong command of the English language
- Skills in working with editing tools to create online content
- Structured working style
- Being an EFPSA Trainer
- Passion for new media and creative

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 interest in this position, please contact the current TO Coordinator at [trainings@efpsa.org](mailto:trainings@efpsa.org)