

## **Role Description | Marketing Officer**

*Accountable to* | Presidential Office

### *Purpose of the Role*

- To maintain and develop EFPSA as a brand and plan the Federation's promotional campaigns, supporting 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 with the team's Action Plan.
- To ensure that all EFPSA external and internal promotional material is following the Corporate Visual Identity guidelines.
- To support, guide and oversee the promotional aspects of EFPSA's Events, Services and teams.
- To help the Board with reaching and developing the Strategic Plan
- To take part in regular Board obligations.

### *Tasks*

- Marketing Office
  - Coordinating and supporting the Marketing Office
  - Creating marketing strategies
  - Overseeing tasks within the Marketing Office and ensuring that deadlines are adhered to.
  - Overseeing and giving feedback on the actions and activities undertaken throughout the mandate.
  - Effectively and efficiently attending to requests from the Working Community.
  - Overseeing 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 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.

- The Board
  - Supporting the Board with promotional material.
  - Overseeing the scheduling and prioritisation of the promotional calendar.
  - Creating templates for certificates for the Working Community.
  
- *General*
  - Communicating on marketing strategies with organising committees, in collaboration with the Events Officer, and ensuring that the promotion of EFPSA events is in line with EFPSA's CVI and standards
  - Sharing knowledge and skills in marketing strategies.
  - Collaborating with External Relations Office and Partnerships Office\* to ensure the promotion of externals.

*General requirements for the position of a Board member (insert link)*

#### *Requirements*

- Experience and/or strong interest in marketing and promotion.
- Familiarity with EFPSA's Corporate Visual Identity.
- Basic experience in design.
- Basic website editing skills (i.e. WordPress).
- A creative approach.
- A strong work ethic and responsiveness to Working community requests

#### *Time Investment*

- Availability to work on average 15-17 hours a week for EFPSA and you are flexible in allocating your time during the week.
  
- Should you be concerned about the time investment, please do not 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 interest in this position, please contact the current Marketing Officer ([marketing@efpsa.org](mailto:marketing@efpsa.org)).