

Role Description | Marketing Coordinator

Teams | Marketing Office

Accountable to | Board

Purpose of the Role

- Coordinating the Marketing Office and its team members and ensuring that action plans are followed
- Coordinating and managing EFPSA Day

Main Responsibilities

- To actively participate and collaborate on a wide range of projects and tasks within Marketing Office
- To contribute to the development and production of promotional material
- To oversee the work of the Marketing Office and ensure an effective work environment by delegating tasks within the team
- To give feedback and provide new ideas to design projects run by the Marketing Office
- To actively update the Board on the process of the Marketing Office

Tasks

- Effectively coordinating the Marketing Office
 - Coordinating the photo sessions of the EFPSA Working Community at the Joint EB&MR Meeting
 - Leading the Marketing Office meetings at the Joint EB&MR Meeting
 - Organising bi-monthly online meetings
 - Providing the Marketing Office with efficient and effective feedback on various tasks and projects
 - Supporting and guiding the work of the Designers, Videographer, Social Media Responsible and Team Members.
 - Analysing social media posts and statistics

- Coordinating EFPSA Day together with the Member Representatives Officer
 - Actively searching for local EFPSA Day organisers and contacting Member Representatives
 - Preparing promotional material and other documents needed for local organisers, in cooperation with the Marketing Office
 - Supporting local EFPSA Day organisers in the facilitation and organisation of their local EFPSA Day
 - Maintaining contact with Local Organisers and Member Representatives and gathering their feedback
 - Preparing an evaluation report from EFPSA Day

Requirements

- Organisational skills
- Time management skills
- Leadership and communication skills
- Basic experience in design
- Creativity
- A strong command of the English language
- Previous experience in the Marketing Office (recommended)

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 Board on contact@efpsa.org.