

Role Description | Public Relations Team Member

Team | Public Relation Team

Accountable to | Public Relations Coordinator

Purpose of the Roles

- Supporting the Public Relations Coordinator (PRC) in developing and updating PR strategy, with the aim of sharing best practices, establishing constant media coverage and improving the visibility and EFPSA's public image.

Responsibilities

- To help preparing and conducting public relations research
- To organise and maintain the documentation regarding public relations
- To support the PRC in their tasks and responsibilities

Tasks

- Contacting and communicating with different target groups
- Helping with the development of the Public Relations Strategy, updating relevant documents
- Helping to collect and evaluate relevant data, and contributing to both primary and secondary research
- Reaching out and contacting potential guests for the podcast, supporting PRC in producing new episodes
- Supporting the development and updating of the unified external contact database
- Collaborating with PRC on developing the PR Team and sustaining conversation with different parts of EFPSA

Requirements

- A strong command of the English language
- Excellent communication skills
- Good knowledge of EFPSA, its structure and procedures
- Awareness of different medias
- Proactiveness
- Good networking skills