

Role Description | Public Relations Coordinator

Team | External Relations Office

Accountable to | President

Purpose of the Role

- Maintaining and developing EFPSA's public image with the aim of establishing and updating PR strategy, researching and evaluating current practices inside and outside of the EFPSA, and communications and disseminating these strategies across EFPSA.

Main Responsibilities

- Developing and updating the PR strategy based on the current situation.
- Collaborating with the other teams in EFPSA to support maintaining a good public image across various target groups.
- Preparing the social media strategy together with Social Media and Marketing Office
- To develop and implement comprehensive information management strategies
- Strong collaboration with the External Relations Officer
- To determine and contact interest groups in line with EFPSA's mission, vision and values, such as official decision-making bodies and general media
- To create a contact databases
- To propose media and communication long-range plans design to meet EFPSA's goals and improve the Federation's visibility
- To contribute to the External Newsletter

Tasks

- Prepare publicity material in coordination with other EFPSA services and offices and providing partners with information about new promotional opportunities of EFPSA
- Writing and producing presentations and press releases
- Dealing with enquiries from the public, the press, and related organisations

- Organising and attending promotional events such as press conferences, open days as well as EFPSA events
- Collaborating with EFPSA's Member Organisations to create a local media contact database
- Creating public relations guidelines for the Federation

Requirements

- A strong command of the English language
- Availability to travel
- Excellent communication skills
- Good knowledge of EFPSA's Events, Offices, Services and campaigns
- Excellent networking skills
- Proactive work ethic
- Awareness of different media outlet's agendas
- Willingness to develop and improve the role
- After your mandate ends, support new Public Relations Coordinator for one month

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 President on president@efpsa.org.