Role Description | SII Image Responsible (SII-IR)

Team | Social Impact Initiative
Accountable to | Social Impact Coordinator and Vice President

Purpose of the Role
- To create and maintain the professional and sustainable image of the Social Impact Initiative and its campaigns

Main Responsibilities
- To be a bridge between the outside world and the Social Impact Initiative (SII) by:
  - Creating and maintaining the social media presence of the SII on Facebook, Instagram and the EFPSA website, working with the Project Responsible and Team Members
  - Creating updates and content representing the SII Team, the Mind the Mind campaign waves, the Better Together campaign waves and the accompanying Calls for Supporting Community Members (i.e. National and Local Coordinators)
  - Answering direct messages and comments on these social media platforms
  - Making sure that shared content is in line with EFPSA's Corporate Visual Identity (CVI) and Content Review Protocol
  - Supervising the SII merchandise
- Supporting the work of the Project Responsibles and the SII Coordinator

Tasks
- Participating in online meetings
- Participating in email communication and other online platforms
- Contributing to the Team’s Action Plan and working towards its realisation
- Creating and maintaining the social media presence of the SII on Facebook, Instagram, and the EFPSA website, working with the Project Responsible and Team Members
Creating updates and content representing the SII Team, the Mind the Mind campaign waves, the Better Together campaign waves, and the accompanying Calls for Supporting Community Members (i.e., National and Local Coordinators)

- Ensuring and creating regular posts on the SII social media platforms
- Answering direct messages and comments on these social media platforms.

- Make sure that shared content is in line with EFPSA's Corporate Visual Identity (CVI) and Content Review Protocol
- Promoting Calls for ongoing Campaigns via e-mail
- Sharing ideas for the improvement of current and development of future projects
- Mentoring delegated countries/regions in Mind the Mind and Better Together Campaigns throughout the mandate
- Review and approve the content of national social media accounts of the campaigns
- Supervising the SII merchandise.
- Supporting the work of the Project Responsibilities and the SII Coordinator.
- Assisting Project Responsibilities in issuing certificates for volunteers, National Coordinators, Local Coordinators, participants and trainers at the end of each wave
- Helping Project Responsibilities and the Training Office with improving/updating the workshop materials

Requirements

- Must be able to work both independently and in a team
- Expressed interest in ongoing issues in society
- Strong time-management skills
- A strong command of the English language,
- Passion for new media and creativity,
- Skills in working with editing tools to create online content
- Previous experience in volunteering and/or coordinating campaigns (preferable but not necessary)

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 Social Impact Coordinator at socialimpact@efpsa.org or the Vice President at vicepresident@efpsa.org.