efpsa
European Federation of Psychology Students' Associations

efpsa marketing office

Role description Marketing Officer

Reports to	Board of Management
Core Responsibilities	To coordinate the Marketing team in order to produce high quality materials which reflect the needs of EFPSA Events, Services and other activities. To ensure CVI Brandbook guidelines are followed in every EFPSA external promotional material. To supervise the work of the Web-team by ensuring the maintenance of the main EFPSA website.
Teams	Marketing team, Web-team
Mission	To maintain and develop an effective marketing strategy for EFPSA by supporting the work of the Marketing Office and other EFPSA teams and to ensure that EFPSA activities are accurately portrayed through novel promotional materials and communication channels in line with EFPSA Corporate Visual Identity

Essential Functions

Alongside common duties of the Board of Management, as described in the 'Collective Board of Management Role Description' document, the Marketing Officer is responsible for the following matters:

Supervision of the Marketing team and Web-team

Monitor the work and contribute to the further development of the Marketing team and Web-team by:

1. Overviewing and feed-backing the actions and activities undertaken throughout the mandate
2. Monitoring and feed-backing official documents and proposals put forth
3. Checking the progress of the Action Plans presented by the teams
4. Liaising the contact between the teams and the rest of the organisation
5. Planning and setting up agendas for regular meetings with each of the teams - the frequency of these should be agreed upon by both parts
6. Promptly and effectively attending to requests from the teams
7. Being receptive to problems and solution-driven
8. Supporting the teams in developing their structure and composition, according to their needs, for the following mandate

Working together with BMs, EBs and MRs

1. Monitor and assist cooperation with event organisers and service providers
2. Monitor and assist the general EFPSA promotion
3. Maintain and develop EFPSA's external image
4. Work together with other BM members, especially the Activities Officer and the Member Representatives' Coordinator
5. Work closely together with the Member Representatives via the Member Representatives' Coordinator to support their role
6. Strive to improve EFPSA's promotional processes, channels and the collaboration between different teams and MRs through overlooking and developing their cooperation

Coordinate all EFPSA promotion activities

1. Plan ahead which EFPSA events (together with the Activities Officer) and services to promote, when and how, including maintaining an accurate promotion calendar
2. Together with the Marketing team, coordinate on all promotion activities of different Executive Board teams and Event Organisers who do not have a Marketing team
3. Work closely with the Member Representatives' Coordinator and Member Representatives to promote EFPSA in specific countries and regions
4. Together with the Marketing team, monitor the availability of all promotional materials and ensure that all of them, especially the official EFPSA presentation and the sponsorship portfolio are always up-to-date
5. Make sure that all EFPSA promotion channels, for example, the website, Facebook, Twitter and the YouTube movie channel, are used consistently and repeatedly

Corporate Visual Identity (CVI) supervision

1. Ensure that all EFPSA promotional materials follow the CVI Brandbook guidelines
2. Check that all content of the official webpage and Facebook page is compliant with CVI guidelines
3. Conduct CVI adjustments if necessary (for example when a new event is created)
4. Conduct a CVI Brandbook training for MRs and EB Teams (if requested) at EFPSA events, for example, at the Congress or the Joint EB & MR Meeting

Website

1. Together with the Web-team - be in charge of the visual side of the website (check if all the content is CVI friendly and choose photos and graphics to be uploaded)
2. Be responsible for the posts on the "News" sections

3. Be creative about new features of the website

Desired Outcomes

- Meeting the expectations set forth within essential functions listed above
- Improved visibility of EFPSA together with an increased awareness of EFPSA activities and opportunities among students, organisations, and professionals
- Maintained EFPSA's professional image
- Increased the number of people participating in EFPSA events and using EFPSA services
- Ensured that promotional efforts in EFPSA were efficient and effective
- Maintained ongoing and repeated promotion of EFPSA and all its activities throughout the year
- Contributed toward achieving external communication that reflects the EFPSA image (for example scientific, intercultural, professional, inclusive etc)

Useful Skills and Experience

- Being able to coordinate the efforts of several teams and many individuals
- Ability to think about EFPSA marketing long-term and in strategic terms
- Experience or strong interest in marketing/promotion
- Design skills
- Knowledge about web pages, Facebook, Twitter, YouTube etc.
- Very good command of English (especially in writing)
- Creativity

Please note that this role is always being developed and slight variations may have been introduced since this document was first published. In the case of any need for clarification on the role of the EFPSA Marketing Officer, or if you wish to state an interest in this position, please write to Spyra Chalari (Marketing Officer 2013/2014): marketing@efpsa.org