



Web: eyfdm.eu || Email: info@eyfdm.eu
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Image Officer Role Description

The purpose of the Image Liaison is to promote the EYFDM (as WONCA Europe's Network for New and Future Family Physicians), its activities and Family Medicine itself. This is done in cooperation with other members of the Executive and the Council, liaising with Organising Committees of events, Special Interest Groups and WONCA Europe and WONCA. The role aims to increase awareness of EYFDM to its members in effect and possible. The role enables connection of EYFDM with New and Future Family Physicians across WONCA Europe's region (and beyond).

Aims and responsibilities

- Promote in the communications channels established (e.g. website, social media accounts, WhatsApp Community):
 - EYFDM, its events, opportunities, bursaries and awards
 - other relevant opportunities for its members (other events from WONCA, bursaries and awards)
- Help enact the social media use policy for EYFDM
- Improve the promotion of EYFDM by understanding the needs and defining actions/plans in coordination with other elements (National Delegates for national promotion, Executive members of EYFDM, WONCA for regional or global promotion)
- Keep promotional strategies updated along with current technologies and best practices, maintaining in mind the values, mission and policies of EYFDM (in particular the social media use policy)
- Scope project requirements and budget to achieve aims above
- Help to select and implement suitable technology to streamline internal operations

Skills and Competencies

- Knowledge of: marketing strategies (digital and non-digital) and technology; website management software, analytics/ web traffic metrics; familiarity with media editing software and social media channels

- Problem-solving attitude and attention to detail
- Ability to perform under tight deadlines
- Strong communication and interpersonal skills
- Ability to deliver creative content (text, image and video)

Relationships

- Special Interest Groups, Host Organizing Committees of upcoming events, executive members, council, WONCA Europe communication channels, WONCA Young Doctors Movement and WONCA.
- The bylaws of EYFDM predict the possibility of establishing a group with EYFDM members to help achieve these aims
- Collaborate with Treasurer in preparing budgets for logistical needs (software) and promotional activities
- Website technical support when needed

Term of Office

The standard term is 3 years, with a maximum of 2 terms to be served on the executive.