

EMWA Executive Committee (EC) Officer Job Description:

PUBLIC RELATIONS (PR) OFFICER

For details regarding eligibility, election, duration of office, meetings, benefits and advantages: See Policy Document: Executive Committee (EC) Roles and Responsibilities on the EMWA website or contact Head Office for the latest version.

Overseeing and planning of PR strategies

The tasks and responsibilities of the PR Officer include the following:

- Plan the PR and communication strategies for the organisation in association with other EC members.
- Promote, raise awareness and standards of medical communication as a profession.
- Help and support the growth of EMWA and its membership base.
- Support the Web Manager and team with fresh news and updates for website content.
- Encourage knowledge sharing through communities of shared interests.
- Liaise with and support the Conference Director and HO with the planning and organising of the EMWA conferences.
- Update the EMWA Conference App with any new conference information.
- Help with the organisation and planning of any joint conferences.
- Liaise with the Education Officer for PR purposes within training organisations (both graduate and undergraduate).
- Check all promotional literature relating to EMWA and informing other EC members.
- Liaise with Sponsorship Officer for sponsoring opportunities.
- Liaise with the Sponsorship Officer, Conference Director, and HO regarding conference sponsors (stands, oral presentations, delegate pack inserts etc.). Sponsorship falls under the responsibility of the Sponsorship Officer, but the PR Officer needs to be aware of it in order to ensure appropriate use of conference facilities with the Conference Director etc.
- Liaise with the Conference Director, Sponsorship Officer, and HO regarding advertising of EMWA conferences. The Conference Director and HO are responsible for coordinating this and for ensuring that our conferences are promoted as effectively as possible, and the PR Officer needs to be aware of it and to provide information if needed.
- Coordinate and liaise with the Webinars Team to design, conduct and promote an appropriate yearly program of events.