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## *Image Officer*

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The purpose of the Image Officer is to promote the Vasco da Gama Movement (as WONCA Europe's Network for New and Future Family Physicians), its activities and Family Medicine itself. They do this through coordinating and supporting the Image Theme Group, liaising with other Theme Groups, Special Interest Groups, Executive Group and Council to guide a unified approach to promotion efforts and assisting the Executive Group in the daily running of the Vasco da Gama Movement. This role is vital to VdGM boost awareness of VdGM and Family Medicine and to spread VdGM's unique "voice" to its target group. The role enables us to ensure consistency and quality standards through all promotional efforts and channels and to effectively connect VdGM with New and Future Family Physicians across WONCA Europe's region (and beyond).

### **Duties and Responsibilities**

- To enact decisions of the Executive and Council
- To support the Executive group in a timely and professional manner
- To advise on branding, positioning, communications and other promotional issues
- To study the VdGM profile and operations so as to understand its promotional needs
- To define promotion strategies aligned with the organizational vision, goals/objectives and budget, in order to support VdGM's overall strategies
- To provide forward-thinking ideas aiming to promote VdGM, its activities and Family Medicine itself
- To acquire insight in current marketing/promotional trends, conduct research on preferences of New and Future Family Physicians and keep VdGM promotional strategies up-to-date
- To stay up-to-date with current technologies and trends in social media, with new digital technologies and social media best practices, with design tools and applications as a way to give direction to promotional efforts with the most effective methods and tools
- To research products, services and current strategies so that new opportunities for the Image Group (and VdGM in general) are identified
- To train Executives, Council members and members of other Theme Groups and Special Interest Groups in order to integrate and maintain a cohesive social media strategy

- To work closely with all the above in order to coordinate VdGM marketing, advertising and promotional activities, ensuring consistency through all channels and optimizing the target audience experience
- To support growth and project development within the Image Group
- To seek opportunities for improvement and suggest new projects to the Image Theme Group
- To design and implement the overall recruiting strategy for the Image Group, attracting prospective candidates using a variety of channels (including social media)
- To supervise, manage and motivate Image group members on a regular basis
- To provide effective guidance to members within the Image Group
- To discover training needs and provide coaching to Image Theme Group members
- To build a highly efficient team of Image collaborators
- To encourage creativity and ensure smooth team operations and effective collaboration
- To create an inspiring team environment with an open communication culture
- To facilitate internal (within the Image Group) and external communication (with Executive, Council, others), acting as the point of contact between them
- To listen to team members' feedback and act proactively to resolve any issues or conflicts
- To delegate tasks and ensure all Image Theme Group members are on board with delegated tasks
- To set clear team goals and deadlines
- To scope project requirements and prepare its budget
- To select and implement suitable technology to streamline all internal operations and help optimize their strategic benefits
- To monitor team performance and report on metrics
- To recognize high performance and reward accomplishments within the Image Group

## Skills and Competencies

- Passion for all things marketing and technology
- Strong arsenal of promotion/marketing techniques and methods
- Well-versed in the concepts, tools and best practices surrounding marketing/promotion
- Ability to apply marketing techniques over digital (e.g. social media) and non-digital channels
- In-depth understanding of how current digital marketing channels function
- Thorough knowledge of strategic planning principles
- Up-to-date with the latest digital technologies and social media trends
- Working knowledge of web analytics/ web traffic metrics
- Familiarity with current technologies, media editing software and social media channels
- Excellent leadership and decision-making skills
- Problem-solving attitude and attention to detail
- Analytical mindset and critical thinking skills, capable for "out-of-the-box" thinking
- Ability to multitask, perform under tight deadlines, think proactively and prioritize work
- Solid organizational and time-management abilities
- Strong team/project management skills
- Outstanding communication (written and verbal; via phone, email, instant messaging and inperson) and interpersonal skills
- Apt in writing proposals and reports

- Ability to deliver creative content (text, image and video)
- Pro-activeness

## Relationships

- Work with Image Theme Group members to design, develop and implement promotional projects
- Liaise with other Theme Groups, Special Interest Groups, Host Organizing Committees of upcoming Fora/Preconferences, Executives and Council members to collaborate in promotional activities and to ensure consistency through cohesive strategies
- Report to the Image Theme Group, Executive and Council
- Collaborate with Treasurer in preparing budgets for promotional activities and monitoring expenses
- Ensure communication flow with WONCA Europe and WONCA World, namely the editors of WONCA News and WONCA Europe Newsletter
- Team up with website technical support when needed