



A.P.E.INFO BROCHURE 2021/2022

*A guide to help you find
your place*

**PROVIDED BY
A.P.E INFO TEAM HR**

The following document aims to give explicit and detailed information to help new and old associates identify their role in the association



TEAMS

COMUNICACION AREA

| | |
|----------------------------|--------|
| INSTAGRAM TEAM..... | pag. 3 |
| LINKEDIN TEAM..... | pag. 3 |
| PODCAST/YOUTUBE TEAM | pag. 4 |
| WEBSITE TEAM..... | pag. 4 |

HR AREA

| | |
|--|--------|
| TRAINING TEAM | pag. 5 |
| INTERENAL RELATIONS TEAM | pag. 5 |
| SELECTION TEAM | pag. 6 |
| INTERNAL ENVIRONMENT ANALYSIS TEAM..... | pag. 6 |

GRAPHICS DESIGN AREA..... pag. 7

JOURNAL AREA..... pag. 7

PUBLIC RELATIONS AREA..... pag. 8

INTERNATIONAL TEAM-EFPSA.... pag. 8



COMMUNICATION AREA

INSTAGRAM TEAM

ACTIVITIES

- Content creation (Instagram post)
- Quiz creation (to be published in Instagram stories)
- Content review

GOALS

- Create content suitable to the page's target which consists of:
 1. University students
 2. Professional psychologists
 3. People not familiar with the world of psychology
- Learn how to create a post with effective content (e.g. a post must have an Introduction, explanation of the content, conclusion, call to action)
- Learn how to approach the contents of each post differently: learning to write posts with different "difficulty levels" (eg. More or less scientific)
- Learn to use the language suitable for the social network in question

COMMITMENT REQUIRED

- About 5 posts are published per week
- There can be no absences or days when you are not ready to post. So it's a medium-high commitment.

SEARCHED FIGURES:

- Copywriter
- Quiz creators

REQUIRED SKILLS

- Creative writing skills
- Ability to reasoned synthesis
- Originality
- Ability to use a suitable language for the specific target

LINKEDIN TEAM

ACTIVITIES

- Creation of a successful editorial plan
- Creation of posts with language and content related to the LinkedIn platform
- Content review

GOALS

- Create content suitable for the page's target and the social network in question
- Learn how to create a post with effective content
- Get potential employers to know and like APE inFo (make an impact)
- Increase followers and engagement rate
- Gradually redefine the communication strategy based on the statistics on our page, competitors and taking inspiration from best practices
- Create an effective editorial plan
- Teamwork
- Gain more knowledge of the LinkedIn platform and its business tools
- Application of Employer Branding to LinkedIn
- LinkedIn-specific copywriting skills

COMMITMENT REQUIRED

- Medium-high commitment
- Meetings per week vary based on weekly and monthly goals

SEARCHED FIGURES:

- Copywriter for EMPLOYER BRANDING (posts on association events, associates activities, team illustration, etc.)
- Copywriter for posts related to current events / current topics; posts related to our journal; for other headings.

REQUIRED SKILLS

- Motivation to learn and engage
- Punctuality in deliveries and attention to detail
- Organization and ability to teamwork
- Interest in communication and/or for the Employer Branding and good writing skills



TEAM PODCAST / YOUTUBE



ACTIVITIES

- Upload podcasts and videos
- Creation of contents
- Registration

GOALS

- Analysis of the target and competitors and therefore outline an effective communication strategy that interest users
- Increase listeners
- Upload 1 Podcast per week
- Check in the current strategy and its effectiveness, take into consideration any changes

COMMITMENT REQUIRED

- Persistent and moderately intense commitment in order to keep the Podcast channel active every week

SEARCHED FIGURES

- Podcaster
- Content writer: could help in the drafting and organization of texts, ensuring their effectiveness at a communicative level
- Videomaker
- Editor

REQUIRED SKILLS

- A "Nice" voice (for Podcaster)
- Language skills
- Basic registration's instruments
- Creativity
- Reliability
- Ability to teamwork
- Consistency and punctuality in deliveries
- Knowledge of the Podcast industry

WEBSITE TEAM



ACTIVITIES

- Regular updating of the website
- Publication of Journal articles (coordination with other social media teams and Journal teams)

GOALS

- Use of WordPress
- Make the website more "usable" (intuitive)
- Keeping the website updated with the evolution of the association
- Learning to use the language suitable for the social network in question

COMMITMENT REQUIRED

- Inexpensive but consistent commitment for the publication of the articles of the Journal

SEARCHED FIGURES:

- Content writer

REQUIRED SKILLS

- IT skills
- Ability to use WordPress (ideally) or desire to learn how to use it
- Effective, simple and accurate writing skills (for the Content writer)
- Creativity
- Attention to details
- Reliability
- Predisposition for collaboration
- Consistency and punctuality



HR AREA

TRAINING TEAM

AACTIVITIES

- Training, as well as its planning and analysis, are fundamental for a successful association. For this reason, the team offers to create training interventions and spaces for discussion to encourage the development of new skills that can be used in the work field, analyzing the needs emerging from contacts with other groups. The team deals with:
- Initial training for new associates (e.g. webinar)
- Internal training (e.g. content creation)
- Cooperations with other teams

GOALS

- Update the new members regarding the central aspects of the association (mission, values)
- Provide suitable training interventions based on the specific needs emerging from groups and individual associates
- Promote sharing and confrontation of knowledge regarding the training process with associates

COMMITMENT REQUIRED

The commitment required by the Training team is dynamic and flexible, as it depends on the needs that the association requires:

- Engaged and active presence
- Plan and organize training activities
- Keep up with the activities currently carried out by the association

REQUIRED SKILLS

- Ability to teamwork
- High motivation
- Sense of responsibility
- Creativity or organizational skills

INTERNAL RELATIONS TEAM

ACTIVITIES

- Provide networking among associates (events and meeting moments)
- Support and facilitate cooperation between teams
- Identify potential needs and curiosities of each team
- Adviser activities for associates

GOALS

- Provide appropriate advice to the needs of the associates
- Guarantee the maintenance of a collaborative environment in the association
- Provide opportunities for meetings and exchange of experiences between associates

COMMITMENT REQUIRED

The commitment required by the Internal Relations team is consistent throughout the year, without however overload the associates who want to be part of it

- Keep in touch with the associates and the various Heads / Directors
- Update on the developments and needs of each team
- Communicate and collaborate with various teams
- Be available to get in touch with associates

REQUIRED SKILLS

- Interest in organized relationships and their dynamics
- Willingness to get involved and work with new realities and people
- Motivation for teamwork
- Time-management and responsibility



SELECTION TEAM



ACTIVITIES

- Organization and management of candidates and selection interviews, the definition of "job description"
- Analysis of applications through a preliminary screening and convocation of candidates to carry out the selection interviews
- Teamwork
- Reporting activities: candidate list, interview calendar, meeting report

Please note: Throughout the year, it's planned to activate two selection periods, October and January / February

GOALS

- Gain experience in the selection process and challenge yourself as a selector
- Ensure that the association is made of motivated people, that showed their desire to join APE inFo, recognizing it as a valid opportunity
- Give information to the candidate on the association's activities, suggesting those most consistent with their interests

COMMITMENT REQUIRED

- Selections are scheduled for October and January-February
- Therefore, the commitment required for this team is not consistent throughout the year but involves intense work only in specific periods of time. Each selection period includes:
 - Definition of the selection process
 - Opening and management of the applications
 - Selection
 - Final evaluation

SEARCHED FIGURES

- Motivation
- Interpersonal skills
- Communication skills and good listening skills
- Sense of responsibility

INTERNAL ENVIROMENT ANALYSIS TEAM



ACTIVITIES

- The team is responsible of better understanding the experience of those associated with APE inFo, thus trying to understand the general image of the association
- The "environment analysis" refers primarily to the creation of questionnaires and their subsequent analysis. Furthermore, there are also evaluations of projects or specific activities at the request of the other associates

GOALS

- Gain experience related to internal analysis, developing skills in the creation and analysis of questionnaires
- Understand the strengths and weaknesses of the association to give ideas of its future development

COMMITMENT REQUIRED

Team activities are not consistent throughout the year but demand working in specific periods of time based on the needs of the association. The internal analysis usually involves the following phases:

- Design and creation of the instrument
- Administration
- Data analysis
- Drafting of the final report
- Feedback

REQUIRED SKILLS

- Ability to teamwork
- Motivation
- A good knowledge of the tools: questionnaires and interviews
- Analytical skills
- Good communication skills
- Report and PowerPoint creation



GRAPHICS DESIGN AREA

ACTIVITIES

Graphic design of all contents shared on the association's social networks, specifically:

- Use of the Canva platform
- Attachment of images and texts produced by copywriters in pre-existing graphic models
- Choosing the distribution of the text in the slides (titles, spacing, borders, etc.)
- Choosing and adding decorative elements within the slides (consistent with the theme covered by the post and discussed with the social network director)

GOALS

- Deeper understanding of the communication strategies via social media, especially from a graphic point of view
- Get involved in the drafting of the graphic design of a "brand" that is relatively new and that already has its guidelines but which is also open to new ideas and innovative proposals
- Learn to use colours and spaces in an attractive and consistent way

COMMITMENT REQUIRED

It depends on with which social media you choose to engage in (Instagram: high, LinkedIn: high, Podcast and Youtube: low)

SEARCHED FIGURES

- Instagram charts
- LinkedIn charts
- Podcast and Youtube charts

REQUIRED SKILLS

- To be interested in art, advertising communication, social communication, graphic design, drawing and illustrations
- Passion for aesthetics, colours and harmony
- Interest in technology and in its creative devices (edits short videos, enjoys creating stickers for Whatsapp, taking and editing photos and such)
- Patience
- Accuracy

JOURNAL AREA



ACTIVITIES

Writing articles individually or in groups. You can write about any topic of interest, preferably from a psychological point of view.

- Study of the mind and well-being
- Trending topics
- Economy and society
- Interviews and testimonies
- Cinema's psychology

GOALS

- Learn how to write an article in an interesting and captivating way for readers
- Achieve a set of strategies and skills to learn how to express your thoughts in the best way
- Have the opportunity to share and expand your interests and knowledge
- Increase the knowledge of what characterizes our field of study, also through interviews with professors, alumni and anyone else involved
- Learn to correct and review a written

text to make it comprehensible and structured as a whole (for reviewers)

COMMITMENT REQUIRED

- Required to elaborate a certain number of periodical articles
- Divide the assignments based on the number of associates
- Active involvement in the groups created for brainstorming and sharing of ideas

SEARCHED FIGURES

- Graphic director of the journal
- Reviewers
- Journalists

REQUIRED SKILLS

- Curiosity, being initiative and interested in enhancing your knowledge
- Interest in writing and desire to share your ideas with others
- Desire to participate
- Critical thinking and desire to share your point of view
- Writing skills (especially for reviewers)



PUBLIC RELATIONS AREA



ACTIVITIES

The team deals with the management of all the activities whose goal is to develop connections in the work field. Events and testimonials were addressed to members to increase motivation and involvement, particularly:

- Organization of events: Testimonials, seminars, round tables
- Calendar of events
- Attendance management
- Presentation of the events/testimonies
- Definition of an interview outline for external professionals

GOALS

- Advertise activities within the association to make them more accessible to everyone with the goal of a better sharing
- Organize events about trending and current topics
- Facilitate social activities among associates through aperitifs and various events
- Integrate the interests and knowledge of the associates of the different courses

COMMITMENT REQUIRED

- Events can be organized during the year depending on the availability and suggestions of the associates
- Therefore, the commitment required may vary. More effort is required when getting closer to the organized activities.

REQUIRED SKILLS

- Good organizational skills
- Good communication and social skills
- Accuracy and punctuality
- Desire to work and participate
- Sociability and ease
- Ability to teamwork

INTERNATIONAL TEAM-EFPSA



ACTIVITIES

- Meetings with EFPSA
- Assignments from EFPSA (ex: sharing materials/posts, etc.)
- Creation of content in English

GOALS

- The primary goal is to maintain the relationship between A.P.E. inFo and EFPSA;
- Create an opportunity for Italian and European students to cooperate
- Other activities that are presented to our associates from EFPSA

COMMITMENT REQUIRED

- It depends on the needs of EFPSA.
Surely:
- At least one meeting per month between the team

SEARCHED FIGURES

- Associates with excellent knowledge of the English language (perhaps with certifications or those who are taking their degree in English)

REQUIRED SKILLS

- Good knowledge of English
- Social skills
- Excellent time management
- Willingness to participate
- Consistency and punctuality in deliveries