

Lawyer's role at APS

A lawyer in an Association of social promotion should

- assist customers with financial and legal matters
- assist clients customers in their health care
- give solutions that most meet the physical and emotional needs of each customer

He should at least have:

- 3-4 years' experience in social law department
- high ability to maintain confidentiality of information
- to be able to manage multiple projects at the same time
- to be able to analyse of information and situations
- show strong written and verbal communication skills

The Social Media Manager

He is in charge of managing marketing and advertising within social networks. This management includes numerous objectives, including:

- Planning, strategy and goal setting
- Development of brand awareness and online reputation management
- Content creation
- Generation of inbound traffic
- Cultivate leads and sales support
- Community management and page moderation

The social media professional has, therefore, both a creative and a strategic person, he should know the technical features of the different channels, keeping himself updated. Moreover he should be able to decline the content in different ways and to relate to the audience correctly, with the final aim of transforming fans into customers and, subsequently, transforming customers into true brand ambassadors.

Sponsorship Manager's role

A **Sponsorship Manager** should be able to

- manage relationships with funding/donors partners .
- plan, develop and execute regional online communications that support the company's strategic goal and brand guidelines.
- coordinate communications for funding campaigns
- grow the brand's presence

He/She should hold a Bachelor's degree in Business/Marketing or related field and be really experienced

as Marketing. Moreover he/she should have excellent communications and networking skills.

Stakeholders Board Director's description of role

A Stakeholders Board Director should have proven past experience in combining shareholders and stakeholders' interests in order to guarantee the welfare of the company. Among his tasks we have:

➤ the development, planning and staging of the company's activities related to stakeholders' interests. Moreover he should take care of:

- Strategy and Policy
- Budget and Finance
- Audit and Risk Management
- Legal and Contracts
- Taxation

Treasurer in APS

After taking a bachelor's degree in Finance a candidate can apply to a Treasurer vacancy. He will manage and optimize the company's cash flow, analyze risks and rewards about financial decisions, supervise lower finance level positions in order to implement dedicated projects. In particular he/she will be in charge of investment, debt and cash management processes