



Job Title: Communication and Marketing Officer (Re-Advertisement)

Reports to: Policy, Research and Advocacy Manager

Location: Nairobi – Kilimani

Job Purpose

The Communication and Marketing officer will work closely with the Policy, Research and Advocacy Manager to market and communicate IEK events and activities in a timely and effective manner. The role will also support the membership team and work on partnership projects on resource mobilization and advocacy activities.

Key Responsibilities

A. Communication (50%)

- i. Executing the IEK Communication Strategy and the Customer service charter
- ii. Website and Social Media Management – ability to run communication campaigns to support various IEK projects
- iii. Media Liaison - Practical experience in working with the media including personal contacts among key media and in organizing media events and press conferences, as well as arranging interviews.
- iv. Maintaining the IEK Brand across the board
- v. External and Internal Communication
- vi. Writing Newsletters, Media Briefs, Blogs, New Releases, Opinion Editorials, etc.
- vii. Drafting various outputs such as correspondence, speeches, statements, talking points and presentations.
- viii. Working with the IEK editorial committee on the Engineering in Kenya Magazine
- ix. Development of IEK publications
- x. Customer Service – Responding to member enquiries on all online and other platforms and assisting on any issues as they may arise
- xi. Developing and updating IEK marketing collateral such as brochures, fliers, e-shots, etc.
- xii. Oversee the development of IEK videos and photos
- xiii. Stewardship of IEK media related resources such as banners etc.
- xiv. Develop a concept for an IEK Engineering TV show and source sponsors for it.

B. Marketing (50%)

- i. Support in events planning and marketing
- ii. Develop IEK merchandise

Qualifications and Education Requirements

- i. A Bachelor's degree in Media, Communication, Journalism, Marketing, Social Sciences, Design, or related field
- ii. Evidence of published in a highly reputable publication (Attach copy)
- iii. Minimum of 3 years' experience in a similar position in a busy environment
- iv. Must be a member of relevant professional body such as PRSK, MCK or equivalent.

Preferred Skills

- i. SEO and Google Analytics
- ii. Social Media Strategy
- iii. Marketing
- iv. Web Content Development
- v. Copywriting
- vi. Corporate Blogging
- vii. Project Management
- viii. Editing
- ix. Communications (Digital and Traditional)
- x. Research & Data Interpretation
- xi. Public Speaking
- xii. Team Leadership
- xiii. Project Management
- xiv. Photography and videography skills
- xv. Ability to use Mailchimp, Send pulse and other online newsletter tools
- xvi. An eye for detail in design
- xvii. Skills in Canva, Adobe Illustrator, InDesign, Photoshop, etc.
- xviii. Good writing skills
- xix. Prior experience in Communication and Marketing will be a plus
- xx. Ability to work across the board with staff from other departments
- xxi. Ability to juggle more than one assignment at a time

All applications must include a cover letter and a resume which has at least three referees. Send your applications via the link <https://forms.gle/pnSiKejdmUDKLmsh6> Friday 26th January, 2024. Candidates who had previously made application are encouraged to reapply. Due to the expected volume of applications, IEK will only enter further correspondence with shortlisted candidates.