



INSTITUTION OF ENGINEERS OF KENYA (IEK)

EXCITING JOB OPPORTUNITY

The Institution of Engineers of Kenya (IEK) is the learned society of the engineering profession and co-operates with national and other international institutions in developing and applying engineering to the benefit of humanity. (See our website <http://www.iekenya.org>). The institution was first established as the East Africa Association of Engineers on 19th January, 1945 in the Boardroom of the Chamber of Commerce, Portal Street, Nairobi. It served the East African countries until November 1972 when at a meeting in Nairobi, it was agreed functions of the division serving Kenya be transferred to a new body, the Institution of Kenya as it is today.

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| Job title | Communication and Marketing Officer |
| Reporting to | Policy, Research and Partnership Manager |
| Location | Nairobi, Kenya |
| Post | Full-time - 3 years contract renewable |
| Other | As defined in our standard contract terms |

Job Purpose

The Communication and Marketing officer will work closely with the Policy, Research and Partnerships 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%)

- Executing the IEK Communication Strategy and the Customer service charter
- Website and Social Media Management - ability to run communication campaigns to support various IEK projects
- 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.
- Maintaining the IEK Brand across the board
- External and Internal Communication
- Writing Newsletters, Media Briefs, Blogs, New Releases, Opinion Editorials, etc.
- Drafting various outputs such as correspondence, speeches, statements, talking points and presentations.
- Working with the IEK editorial committee on the Engineering in Kenya Magazine
- Development of IEK publications
- Customer Service - Responding to member enquiries on all online and other platforms and assisting on any issues as they may arise
- Developing and updating IEK marketing collateral such as brochures, fliers, e-shots, etc.
- Oversee the development of IEK videos and photos
- Stewardship of IEK media related resources such as banners etc.
- Develop a concept for an IEK Engineering TV show and source sponsors for it.

B. Marketing (50%)

- Support in events planning and marketing
- Develop IEK merchandise

Qualifications and Education Requirements

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

Preferred Skills

- SEO and Google Analytics
- Social Media Strategy
- Marketing and Project Management
- Web Content Development
- Copywriting and Editing
- Corporate Blogging and Good writing skills
- Communications (Digital and Traditional)
- Research & Data Interpretation
- Photography and videography skills

- Ability to use Mailchimp, Send pulse and other online newsletter tools
- An eye for detail in design
- Skills in Canva, Adobe Illustrator, InDesign, Photoshop, etc.
- Prior experience in Communication and Marketing will be a plus
- Ability to work across the board with staff from other departments
- 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 which should be received via our recruitment portal <https://forms.gle/Csw5EtcokXSAp13U6> by close of business Friday 10th May, 2024 at 5pm. Due to the expected volume of applications, IEK will only enter further correspondence with short-listed candidates.