



EXPRESSION OF INTEREST TO APPOINT IEK BRAND AMBASSADORS

1) INTRODUCTION

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. In its strategy, IEK has is on course in driving up its membership drawn from engineers working in various government institutions (both national and county), consultancies, contractors, educators, designers, manufacturers and other persons interested in engineering.

The institution identified the requirement for sustained promotion of events, visibility of IEK and fund mobilization in order to strengthen the IEK brand. For this reason the institution proposes to appoint Brand ambassadors who will promote the institutions brand mainly through social media.

2) ABOUT THE APPOINTMENT

The role will be voluntary. The brand ambassadors (persons or institutions) will get a letter of appointment and will attend events at lowered fee. They will be required to post on their social media regularly and in a scheduled way information posted by the institution that supports the growth of the institution.

3) TERMS

A IEK Ambassador will be expected to actively promote IEK, through a range of activities, according to their particular skills and interests. Such activities may include, but are not limited to:

- Promoting the implementation of the IEK mandate and policies, such as the resolutions and recommendations.
- Engaging with the media in order to present statements or press releases in support of IEK Family and its activities;
- Writing popular, policy and/or scientific publications on behalf of IEK, or contributing to IEK initiated publications;
- Taking part in the launch of IEK publications or other products; • Giving lectures on IEK related themes;

- In fulfilling their role, IEK Ambassadors will: • Provide their time at no cost to the Secretariat;
- Acknowledge IEK in relevant communications; • Maintain regular contact with the IEK Secretariat.

4) REQUIRED

Send your expression of interest in the role indicating your social media preference as follows;

No.	Social Media	No of Followers
1	Twitter	
2	Linked IN	
3	Face Book	
4	Instagram	
5	Tik Tok	
6	Any Other	

5) TIMELINE

Expression of Interest are to be received by 1st March 2023 emailed to the Secretariat: iek@iekenya.org