



INSTITUTION OF ENGINEERS OF KENYA (IEK)

EXCITING CAREER 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 <https://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.

JOB TITLE	MARKETING AND COMMUNICATION OFFICER
Purpose	The Marketing and Communication Officer will work closely with the Policy, Research and Partnerships team 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.
Responsible to	Manager - Policy, Research and Partnership
Working with	IEK Secretariat Staff
Location	Nairobi, Kenya
Duration	3 Years - Renewable Contingent upon Performance.
Other	As defined in our standard contract terms

Key Responsibilities.

The Marketing and Communication Officer will:

1. Social Media and Digital Communication

- a. Manage IEK's social media platforms and execute digital communication campaigns supporting various IEK projects and initiatives.
- b. Create and post regular updates across IEK's digital communities, including WhatsApp and Telegram groups.
- c. Provide real-time event coverage through live updates, photography, and editing for IEK events, conventions, and summits.
- d. Maintain consistency of the IEK brand across all digital and print platforms.

2. Content Creation and Design

- a. Coordinate the creation of multimedia content, including videos, photography, and graphics for IEK events, courtesy calls, and Council meetings.
- b. Design and update IEK marketing collateral such as brochures, fliers, e-shots, and other promotional materials.
- c. Capture, edit, and archive high-quality photos and videos for institutional use and maintain an organized digital media library.

3. Media Relations and Public Engagement

- a. Serve as the primary liaison between IEK and media outlets—local, regional, and international.
- b. Organize press conferences, media events, and interviews to promote IEK initiatives.
- c. Build and maintain relationships with journalists, editors, influencers, and other key stakeholders.
- d. Develop Terms of Reference (ToRs) for media consultants and guide them on IEK's communication objectives, brand standards, and deliverables.

4. Publications and Editorial Work

- a. Write, edit, and proofread a wide range of content including feature stories, press releases, media briefs, blogs, and opinion editorials.
- b. Contribute to the Engineering in Kenya Magazine and the IEK Weekly Newsletter, in collaboration with the Editorial Committee.
- c. Support the development and production of IEK publications, ensuring accuracy, clarity, and adherence to brand standards.
- d. Draft official correspondence, speeches, statements, talking points, and presentations as required.

5. Marketing and Event Communications

- a. Develop and implement communication strategies and marketing campaigns for IEK events such as the Annual Convention, Engineering Summit, Golf Tournament, and IEK Marathon.
- b. Coordinate the activities of IEK Brand Ambassadors to ensure alignment with the institution's communication and marketing objectives.
- c. Develop and pitch creative concepts such as the proposed IEK Engineering TV Show, and actively pursue sponsorship and partnership opportunities.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- A Bachelor's degree in Media, Communication, Journalism, Marketing, Social Sciences, Design, or related field
- Evidence of published work 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

- Strong knowledge of digital marketing, including SEO, Google Analytics, performance tracking, email marketing, and newsletter platforms.
- Proven experience in social media management, strategy development, and marketing campaign planning, execution, and coordination.
- Excellent web content development, content management, copywriting, editing, storytelling, and website update skills.
- Ability to create engaging content for blogs, newsletters, publications, corporate communications, and multimedia platforms.
- Proficiency in digital and traditional communication channels, including media relations and stakeholder engagement.
- Strong research, data analysis, reporting, and communication strategy development skills.
- Proficiency in graphic design, visual communication, branding, and content creation tools such as Canva, Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro), and related software.
- Photography, videography, and multimedia content creation skills are an added advantage.
- Experience working in a professional membership organization, engineering institution, NGO, corporate, or other fast-paced communication environment is an added advantage.
- Strong organizational, project management, interpersonal, presentation, and stakeholder management skills, with the ability to manage multiple priorities and deadlines.
- Demonstrated ability to work collaboratively, perform under pressure, solve problems, adapt to change, and deliver high-quality results.
- High levels of professionalism, accountability, creativity, initiative, and commitment to organizational objectives.

HOW TO APPLY:

Interested and eligible candidates should submit their CV (with at least three referees) and a brief cover letter outlining their suitability for the position which should be received via <https://go.iekenya.org/vgu2c> by close of business Thursday, 25th June, 2026 at 5.00 pm. Due to the expected volume of applications, IEK will only enter further correspondence with short-listed candidates.