



## **GEOLOGICAL SOCIETY OF KENYA**

### **OUR VISION**

**To be a dynamic Society leading in the promotion of Geology & Geosciences and the advancement and the professional growth of its Members in serving the Kenyan Community and the world at large**

### **OUR MISSION**

**To advance geo sciences, including the study of the earth sciences and the interests of the geo science professionals and practitioners in Kenya and beyond.**

## **MARKETER VACANCY FOR THE GEOACE CONFERENCE AND EXPO 2023 OCTOBER**

The Geological Society of Kenya, has declared a vacancy for a Marketer for the GEOACE conference and EXPO to be held in October 2023. Successful candidate will be appointed and will be a vital support for the GEOACE Conference and Expo 2023

### **About the Conference**

The GEOEACE 2023 will feature distinguished speakers, panel discussants and field trips to scenic geological sites in Kenyan Rift Valley. Additionally, the conference will provide opportunities for exhibitors to show their projects, equipment, and services.

### **Conference Objectives:**

- Evaluate the Geo-Extractive Industry for general development and economic growth of East African Countries
- Present, Collect and Publish Technical papers/Abstracts, and conference proceedings for dissemination of Geo-Scientific research information
- Promote Geoscientific disciplines in recognition as a major player in the regional economies
- Provide a platform to varied stakeholders to share research ideas, methodologies, and outcomes
- To explore opportunities for investment within Geo-Resources field.

**The marketer's roles;**

1. Develop event strategy, budget, and business plan implementation for GEOACE
2. Sponsorship sourcing and management for GEOACE
3. Target audience publicity of GEOACE
4. Mass media-based marketing of GEOACE
5. Invitation and registration management of GEOACE
6. Post GEOACE survey and feedback collection

**Engagement Period**

January 2023 – October 2023

**The primary goals and measurements for the Marketer**

1. Effective publicity of the event to target and attract a sizeable number of stakeholders in the geology and extractives sector through various marketing media
2. Source for major and minor sponsorship of GEOACE to cover the cost of preparation and operations
3. Generate profitable revenue from the sponsorship, registration and sales emerging from GEOACE
4. Select vendor management for GEOACE
5. Field trip management

**Remuneration**

A predefined target REVENUE AGREEMENT for the abovementioned goals shall be agreed upon between parties before signing of the contract. The REVENUE AGREEMENT shall form an addendum to the contract signed by ALL parties

Interested and qualified applicants are requested to make their applications via the link [here](#) by COB **Friday 2<sup>nd</sup> December 2022.**

All applications should be addressed to;

**THE PRESIDENT,  
GEOLOGICAL SOCIETY OF KENYA,  
P.O. Box 60199 – 00200,  
NAIROBI.**

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Visit our website [\*\*www.gsk.or.ke\*\*](http://www.gsk.or.ke) for more information.