



# TERMS OF REFERENCE

Public Sector Communication Workshop Facilitator

June 2017

# **TERMS OF REFERENCE FOR FACILITATION OF TRAINING ON PUBLIC SECTOR COMMUNICATION**

## **Background**

The Continuous Professional Development Programme (CPD) is a commitment by Public Relations Society of Kenya (PRSK) to impart knowledge and industry skills designed to help Members excel and operate optimally as PR and Communication practitioners whatever the stage of one's career.

CPD is a global trend structured as a lifelong learning process to enhance the value and status of both the practitioner and the profession. It helps Members keep on track skills, knowledge and experience gained both formally and informally beyond the academic and/or professional qualifications.

PRSK is seeking to get an experienced facilitator for the Public Sector Communication Workshop to be held on 22<sup>nd</sup> – 23<sup>rd</sup> June 2017 in Naivasha. This course is for public sector and government communicators in Kenya (Ministry, Parastatal, National and County Government Communication Staff).

The training will equip PR professionals working in the National, County and Government Agencies on:

- i. How to create, design, and distribute engaging public sector content
- ii. How to reach their audiences;
- iii. How to make sure the government audience acts upon the message in the way they intend
- iv. How to analyse your audience, develop key messages and creation of a compelling core narrative.
- v. How to craft a communications strategy.
- vi. How to create a media plan with original content
- vii. How to develop creative design and campaign themes.

## **Scope of Work**

- i. Lead and provide expert input on specific workshops sessions
- ii. Provide an acceptable course outline
- iii. Successful facilitation of the workshop
- iv. Workshop Report

## **Methods**

The facilitator/trainer is expected to conduct the sessions using multiple methods such as power point, adult experiential methods, case study analysis and practical exercises etc.

## **Expected Outputs**

- i. Produce presentations/handouts for the sessions
- ii. Workshop sessions must be conducted in a participatory way using case study analysis along with group work.
- iii. Share presentations and any materials 3 days before the workshop
- iv. Submit a workshop report after the Training

## **Expected Outcomes**

- i. Successful facilitation and delivery of the workshop

## **Required Skills and Competencies**

- i. A first level university degree with a relevant combination of professional training, certification or experience may be accepted in lieu of the advanced university degree.
- ii. Minimum of five years of progressively responsible experience in Public Relations and Communications, Media or other related field.
- iii. Demonstrated experience in developing and implementing communication strategies.
- iv. Demonstrated experience in the following areas: Corporate Communication, Development Communication, Crisis Communication and Management, Media Relations and Management, Public Affairs, Public Sector Communication, Corporate Brand Management, Corporate Reputation Management, Corporate Social Responsibility, Social Media Management, etc.

If you would like to be considered as a facilitator/trainer please share the following:

1. Detailed CV
2. Statement of suitability

### 3. Evidence of previous work done

Deadline of submission of interest is set for **7<sup>th</sup> June 2017**. All proposals should be Referenced “**Public Sector Communication Workshop**” and addressed to the under signed:

The President,  
Public Relations Society of Kenya,  
Liaison House, Annex 3, State House Avenue,  
P. O. Box 43098-00100, Nairobi, Kenya.  
Email: [admin@prsk.co.ke](mailto:admin@prsk.co.ke)