



Prequalification of Facilitators/Trainers

Facilitation of Continuous Professional Development
Courses for Public Relations Society of Kenya

February 2022

Contents

1. BACKGROUND	2
2. THE ASSIGNMENT	3
3. SCOPE OF THE ASSIGNMENT	3
4. METHOD OF DELIVERY	3
5. DELIVERABLES	3
6. REQUIRED SKILLS AND COMPETENCIES.....	3
7. PROPOSALS	4

Facilitation of Continuous Professional Development Courses for Public Relations Society of Kenya

1. BACKGROUND

Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication practitioners in Kenya with membership of over 3000 professionals drawn from public, private, NGOs, learning institutions, public relations firms and consultancies. The Society's broad objective is to advance excellence in public relations and communication management and to ensure that the practice continues to thrive within the ethical framework defined by the profession.

The objective of the Society is:

- a) To establish and promote a high standard of professional ethics and learning in Public Relations and Communication Management.
- b) To educate and inform the public as to the purpose and practice of Public Relations and Communication management.
- c) To promote research, publication and education in the area of public relations and communication.
- d) To be the institution charged with accreditation of Public Relations and Communication Practitioners and to establish a professional qualification framework.
- e) To engage in advocacy in the area of public relations and communication.
- f) To advice on matters of national interest related to public relations and communication for both the public and private sector.
- g) To lobby for the enactment of relevant laws for the promotion of Public Relations and Communication as a profession.
- h) To be the internationally recognized institution in matters of public relations and communication.
- i) To resolve any disputes between members of the society or between a member and their employer.
- j) To nurture and mentor young professionals in the field in public relations and communication.
- k) To contribute to the improvement of professionalism through education and training in Public Relations and Communication management
- l) To affiliate or co-operate with or subscribe to any association, society or corporation in any part of the world whose objects are in general respects similar to the objects of this society.
- m) To apply petition for or promote any Act of Parliament or of any other authority with a view to the attainment of the above objects or any of them.

2. THE ASSIGNMENT

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 prequalify experienced facilitators/trainers for the CPD Programmes.

3. SCOPE OF THE ASSIGNMENT

The facilitator/trainer is expected to:

- i. Lead and provide expert input on specific workshops sessions
- ii. Ensure successful facilitation of the workshop

4. METHOD OF DELIVERY

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.

5. DELIVERABLES

Expected Outputs

- i. Presentations/handouts for the sessions shared ahead of the workshop.
- ii. Workshop sessions conducted in a participatory way using case study analysis and experiential learning approaches coupled with interactive group activities.
- iii. Presentations and materials shared with participants after the workshop.

Expected Outcomes

- i. Successful facilitation and delivery of the workshop.

6. 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 advances university degree.
- ii. Minimum of five years of progressively responsible experience in Public Relations and Communications, Media or other related fields.
- iii. Demonstrated experience in training in the area of corporate communications, Crisis Communication, Media Relations, Branding and Internal Communications and other related areas.

iv. Demonstrated experience in the following areas:

Corporate Communication, Development Communication, Public Affairs and Public Sector Communication, Leadership Communication & Team Building, Change Management Communication, Policy Engagement and Advocacy, Culture Change and Internal Communication, Crisis Communication and Management, Graphic Design, Finance for Non-finance Managers, Media Relations and Management, Corporate Brand Management, Corporate Reputation Management, Political Communication, PR and Research Methods, Project Communication, Corporate Social Responsibility, Sustainability and Social Impact, Digital and Social Media Management, Investor Relations, Board Communications & Support and Resource Mobilisation.

7. PROPOSALS

Interested applicants should submit their application via email to admin@prsk.co.ke. The proposals must include a detailed CV and a capability statement highlighting their areas of competence based on the above stated facilitation areas. They should also include a financial proposal indicating fees charged for Proposals. Applicants must be members of PRSK. Applications should be received on or before **8th March, 2022 at 4.00 pm.**

**The Chief Executive Officer
Public Relations Society of Kenya
Liaison House, Annex 3, State House Avenue,
P. O. Box 43098-00100, Nairobi
Tel: +254-020-2626215, +254-020-2626217**