



PRSK RESOURCE MOBILIZATION OFFICER

Terms of Reference

1. Background

PRSK is the umbrella body for all public relations and communication practitioners in Kenya. 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 an ethical framework defined by the profession. Currently, its membership stands at 3500 drawn from public and private sectors.

With the Society marking its 50th year in advancing excellence in Public Relations, the Council is seeking a Resource Mobilization Officer to lead in the raising of over Ksh **50,000,000 as** as part of the Society's Golden Jubilee commemoration, while setting the foundation for sustainable PRSK.

2. Purpose/ Objectives of the Assignment

In order to implement its strategic plan effectively and be sufficiently reactive to member needs, PRSK needs dedicated sources of funding to support its work in a programmatic manner. This calls for a robust forward-looking resource mobilization strategy outlining a systematic and strategic approach to leveraging existing and new partnerships as well as how to diversify the resources base for PRSK.

To this end, PRSK seeks a qualified Resource Mobilization Officer to develop a resources mobilization strategy and associated documents, as part of a results-oriented action plan. The Officer will be instrumental in developing and presenting fundraising proposals among other responsibilities.

3. Duties/Responsibilities/Tasks

Specific tasks of the officer will include:

- Develop the **PRSK Resource Mobilization Strategy** including but not limited to:
 - Fundraising Feasibility & Prospect Research Report
 - Fundraising Strategy
 - Fundraising Communications Strategy to support fundraising activities.
- **Develop the PRSK Business Plan** to bring life to the PRSK Resource Mobilization Strategy meet the Society's immediate and long-term funding needs, including but not limited to the following:
 - Organizational Overview
 - Capital Projects Overview
 - Programme of Activities
 - Fundraising Strategies covering revenue and capital needs
 - Communications Strategy & Tools to support fundraising campaigns
 - Financial Projections
 - Master Timeline
 - Monitoring & Evaluation



- Develop the **PRSK Consulting Ltd. Business Plan** as an integral part of the Society’s financial sustainability.
- Develop and execute the **PRSK@50 Resource Mobilization Plan** to achieve the intended fundraising target of KES 50 million, as part of the overall PRSK Resource Mobilization Strategy and Business Plan.
- Develop the **PRSK Resource Mobilization & Partnership Policy** to guide the execution of all fundraising activities.
- Support the **day-to-day execution** of the PRSK Resource Mobilization Strategy and Business Plan through prospect meetings, the preparation and presentation of proposals, presentations and fluid fundraising pipelines and commitments.
- Recommend and execute maintain strategic partnerships and engagements with potential development partners.
- Build internal resource mobilization capacity through training and mentorship.

4. Expected Deliverables

Deliverables	Timelines/Frequency
1. Inception Report	7 days from signing.
2. PRSK Resource Mobilization Strategy	
3. PRSK Business Plan	
4. PRSK Consulting Business Plan	
5. PRSK@50 Resource Mobilization Plan	
6. PRSK Resource Mobilization & Partnership Policy	
7. Monthly Fundraising Pipeline Reports & Proposals	
8. Final Report (End of Assignment)	End of Assignment

5. Methodology

- The Officer will be part of the PRSK Secretariat Staff reporting to the CEO and working closely with fellow staff and members of the Resource Mobilization & Partnerships Committee.
- The Officer will be expected to approach and support the CEO in interactions with potential partners and funders.

6. Profile of the Consultant

Qualification:

- Master’s degree (or equivalent of 7 years’ experience) in Communication, marketing, business administration, economics, or other relevant discipline.
- Fund raising and resources mobilization skills
- Mastery of English communication skills, both written and oral;
- The ability to work collaboratively with teams
- Excellent problem-solving skills and an ability to work within tight deadlines.
- Ability to work independently with minimal supervision.

Experience:

- At least seven (7) years of relevant experience in resource mobilization;
- Proven track record of generating significant funding;



- Experience and expertise in developing and maintaining good relationships with institutional donors or corporations

Competencies:

- Passionate and optimistic, credible and accountable.
- Proven track record of writing high quality and funded concepts, proposals, and templates that meet donors' requirements
- Good team player, energetic, proactive and capable of working independently
- Strong attention to detail.
- Demonstrate numerical and budgetary skills, including preparing fundraising budgets.
- Proven track record in capacity building in resource mobilization.

Computer Proficiency:

- Strong Microsoft Excel, Power point, Word

7. Reporting

The Officer will report to the PRSK CEO.

8. Term

The Resource Mobilization Officer will serve for a renewable term of one year. Renewal will be based on assessed performance. It will be a full-time position based in Nairobi will possibility of travel within the Republic of Kenya.

9. Remuneration:

The remuneration for this role will be based on a hybrid model consisting of:

- Basic Pay
- Commission

10. Submission of Application

Interested consultants must submit an application including the following:

- a) An cover letter and personal statement
- b) A detailed curriculum vitae showing relevant experience to the assignment,

Candidates may be invited or contacted by telephone or video conference for an interview. Application letters should be sent to Email contact: recruitment@prsk.co.ke by **30th March 2022**

Only applications submitted by the deadline will be considered.

For the attention of:

*Chief Executive Officer,
Public Relations Society of Kenya,
Liaison House, State House Avenue
Nairobi.
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