



PUBLIC RELATIONS SOCIETY
OF KENYA

REVIEW AND DEVELOPMENT OF A 3 YEAR
STRATEGIC PLAN FOR PUBLIC RELATIONS
SOCIETY OF KENYA **(2027-2030)**

TABLE OF CONTENTS

BACKGROUND	3
OBJECTIVE	3
THE ASSIGNMENT – SCOPE OF WORK	3
DURATION OF WORK AND DELIVERABLES	4
ELIGIBILITY REQUIREMENTS	4
PROPOSALS	4
EVALUATION CRITERIA	5
CONTACT PERSON	5

BACKGROUND

The Public Relations Society of Kenya (PRSK) is a duly registered Society under the Societies Act Cap 108, Registration No. 5802. Founded in 1971, PRSK is the recognised umbrella body for public relations and communication practitioners in Kenya, with an overriding mandate to advance excellence in the practice.

PRSK maintains affiliations with several regional and global bodies, including the Eastern Africa Public Relations Association (EAPRA), the African Public Relations Association (APRA), and is a founding member of the Global Alliance for Public Relations and Communication Management.

The Society currently has over 14,000 registered members drawn from government ministries and parastatals, state corporations, private companies, corporates, and small and medium enterprises.

PRSK implemented its first Strategic Plan covering the period 2018–2022, which focused on establishing structures, systems, and procedures for effective and efficient service delivery. The Society has since operated without a formal strategic plan, underscoring the urgency of developing a comprehensive roadmap to guide the institution through its next phase of growth.

The Society now seeks to engage a qualified consultant to develop the Strategic Plan for the period 2027–2030, building on the foundation established by the 2018–2022 plan and informed by the current operating environment.

OBJECTIVE

The Society invites consultants to submit a detailed Technical and Financial proposal to provide consultancy services for the Review and Development of the Strategic Plan. The overall objective of the assignment is to develop the second Strategic Plan for the period 2027-2030 aligning it with the vision, mission, core values and objectives of the Society. The specific objectives of the assignment will be to:

- i. Develop the Society's Strategic Plan for the period 2027-2030.
- ii. Make appropriate recommendations on implementation of the Strategic Plan for a greater impact.
- iii. Building on achievements brought forward as part of the implementation of the Society's 2018-2022 Strategic Plan and cognizant of its ever-changing operating environment, the consultant will review and guide PRSK in clearly defining:
 - ◇ PRSK's vision and mission, strategic areas and objectives, including priority focus areas for the strategic period
 - ◇ PRSK's situational context, through a SWOT, PEST and other relevant analysis
 - ◇ PRSK's stakeholder map and identify relevant strategies to engage them to advance stated objectives
 - ◇ Monitoring and reporting framework to enable effective tracking of the Strategic Plan
 - ◇ Costing plan

THE ASSIGNMENT – SCOPE OF WORK

The consultant in close consultation with PRSK Council and Management will be required to facilitate the process of reviewing the Society's current SP:

- i. Review the current Strategic Plan 2018-2022 and highlight key achievements and factors contributing to its success and challenges encountered during implementation. This will include reviewing the Society's internal core documents (PRCM Bill and Policy, Constitution) among others.
- ii. Assess the Society's operating environment and based on the analysis outline the Society's current and emerging operational challenges.
- iii. Identify new and ambitious goals and objectives for the period 2027-2030.
- iv. Develop the Society's strategic model including its entities.
- v. Develop the strategic implementation and coordination framework.
- vi. Review the current organizational structure and mode of operations for effectiveness.
- vii. Consultations with PRSK Council and Management and stakeholders to review the current plan and set priorities for the next plan.
- viii. Facilitate a two-day strategic planning workshop for staff, board members, and selected stakeholders to further build on the Strategic Plan.
- ix. Drawing up a draft Strategic Plan for the next phase and incorporating input from PRSK Council and Secretariat, stakeholders and partners.

DURATION OF WORK AND DELIVERABLES

The assignment is expected to take a total of 90 days, spread over three months from June - September 2026. The deliverables shall include:

- i. An inception report detailing the methodology and approaches and timelines associated with this assignment.
- ii. A needs assessment report highlighting the current status and gaps in the Society's strategic direction covering both internal and external factors relevant to the Society's operating environment.
- iii. A two-day strategic planning workshop for PRSK Council, Secretariat and Committees.
- iv. A revised Strategic Plan covering the period 2027-2030 (including a professionally designed and print-ready report) incorporating feedback from stakeholders. The final document shall be submitted in both Microsoft Word and PDF formats.
- v. Implementation matrix for the three-year strategic period under each strategic objective.
- vi. Annual work plan for the first eighteen months.
- vii. A consultancy report including the major activities of the consultancy, the highlights of the strategic planning workshop and an evaluation of the workshop.

ELIGIBILITY REQUIREMENTS

Proposals will only be considered from consultants or consulting firms that meet the following minimum requirements:

- i. Demonstrated expertise in strategic planning, organisational development, or association/ membership body management.
- ii. At least three (3) completed strategic planning assignments of comparable scope within the last five (5) years, with references available upon request.
- iii. A proposed lead consultant holding at minimum a Master's degree in Strategic Management, Public Administration, Business Administration, Communications, or a related field.
- iv. A proposed team with demonstrable experience in stakeholder engagement, facilitation, and report writing.
- v. Certificate of Incorporation or Registration (for firms) or proof of professional registration (for individual consultants).
- vi. Valid Tax Compliance Certificate.

PROPOSALS

Proposals must be submitted in two separate sealed envelopes as outlined below:

Technical Proposal

The technical proposal should not exceed 30 pages (excluding annexes) and must include:

- i. A brief profile of the consulting firm or individual consultant.
- ii. An understanding of the assignment and interpretation of the Terms of Reference.
- iii. A proposed methodology and approach, including stakeholder engagement and workshop facilitation plans.
- iv. A detailed work plan with milestones aligned to the deliverables in Section 4.
- v. Profiles and CVs of all proposed team members, clearly indicating roles and responsibilities.
- vi. Case studies or references for at least three (3) similar completed assignments.
- vii. Copies of relevant certifications, registrations, and tax compliance documents.

Financial Proposal

The financial proposal must include:

- i. A detailed budget breakdown covering all professional fees, facilitation costs, travel and logistics, and any other anticipated costs.
- ii. A payment schedule tied to deliverable milestones.
- iii. All amounts quoted in Kenya Shillings (KES), inclusive of applicable taxes.

Duly completed RFP documents, in a plain sealed enveloped marked: REQUEST FOR PROPOSAL FOR CONSULTANCY SERVICES FOR THE REVIEW AND DEVELOPMENT OF THE STRATEGIC PLAN FOR THE PERIOD 2027-2030 should be delivered to PRSK, Wu Yi Plaza, Wing B, 2nd Floor, Galana Road on or before **12th June, 2026 at 2:00pm**

Tenders should be submitted in two separate envelopes with completed technical and financial proposals clearly marked:

- i. TECHNICAL PROPOSAL for Consultancy services to undertake review and development of strategic plan for the period 2027-2030.
- ii. FINANCIAL PROPOSAL for Consultancy services to undertake review and development of strategic plan for the period 2027-2030.

EVALUATION CRITERIA

Proposals will be evaluated on a Quality and Cost-Based Selection (QCBS) basis. Only proposals achieving a minimum technical score of 70% will have their financial proposals opened and considered. Evaluation will be based on the following criteria:

- i. Technical Competence and Experience – 30%
- ii. Understanding of the Assignment and Proposed Methodology – 25%
- iii. Team Qualifications and Experience – 20%
- iv. Work Plan and Feasibility – 15%
- v. Financial Proposal – 10%

CONTACT PERSON

Any communication relating to this call for proposal or any other related issues should be addressed to the under signed:

**The Chief Executive Officer Public
Relations Society of Kenya**

Wu Yi Plaza, Wing B, 2nd Floor, B4, Galana Road

P. O. Box 43098-00100, Nairobi

Tel: +254-020-2626215, +254-020-262621



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