



PUBLIC RELATIONS SOCIETY
OF KENYA

CONSULTANCY TO UNDERTAKE FOR PUBLIC RELATIONS SOCIETY OF KENYA 2025 ANNUAL REPORT WRITING

REQUEST FOR PROPOSAL
CONSULTANCY TO UNDERTAKE PRSK 2025 ANNUAL REPORT WRITING

TABLE OF CONTENTS

INTRODUCTION	3
THE ASSIGNMENT	3
DELIVERABLES	3
DELIVERABLES	3
PROPOSALS	3

INTRODUCTION

The Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication practitioners in Kenya with an overriding purpose to promote excellence performance in the practice. PRSK was established in 1971 and is registered under the Society's Act and governed by a Constitution. It is the only professional body for Public Relations and Communication practitioners in Kenya.

PRSK has over 14,000 registered members drawn from: Government Ministries & Parastatals, State Corporations, Private Companies, Corporates, Small and Medium Enterprises.

THE ASSIGNMENT

The Society is seeking to recruit a writing and editing consultant to produce its annual report. The consultant will be responsible for ensuring that the report is informative, engaging, and accurately reflects the achievements and activities of the Society during the reporting period. The report is a key communication tool that highlights the Society's progress in achieving its goals and objectives, and therefore, the consultant must be highly skilled in writing, editing, and proofreading.

DELIVERABLES

PRSK expects the consultant to perform the following:

- i. Review Council Committee reports for key activities and assignments undertaken in 2025 to gain an understanding of the society's goals and objectives, as well as its previous achievements and challenges.
- ii. Research and analyse relevant data and statistics and proposing infographics to be created to support the report's content.
- iii. Write engaging and informative content for the annual report, ensuring clarity, accuracy and alignment with the Society's messaging.
- iv. Collaborate with key stakeholders, including the project team to gather input and feedback on content drafts.
- v. Revise and edit content based on feedback received, ensuring that all comments and suggestions are addressed effectively.
- vi. Ensure consistency in tone, style and messaging throughout the annual report.
- vii. Provide regular updates on the progress of the report, and responding to feedback and revisions.

DELIVERABLES

The consultant will be expected to produce the following deliverables

- i. Develop a detailed content plan and timeline for the annual report, outlining key sections, topics and deadlines
- ii. Review draft content provided by the Secretariat including executive summary, introduction, committee reports, achievements, challenges and future outlook.
- iii. Finalized content for the annual report, ready for design and production.

PROPOSALS

Interested individuals and/or firms to submit proposals including financial quotation before **5th June 2026** to admin@prsk.co.ke In addition, at least 3 references of similar assignments they have successfully undertaken in the last 3 years.

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

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