

CALL FOR APPLICATIONS FOR EXAMINERS (SETTERS AND MARKERS)

INTRODUCTION

Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication practitioners in Kenya with membership of over 3,000 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.

VISION

A globally recognized institute of excellence for Public Relations and Communication Management.

MISSION

To foster professional development and influence the Public Relations and Communication Management industry through policy and promoting ethical practices and standards.

THE CERTIFIED PUBLIC RELATIONS PROFESSIONAL (CPRP) QUALIFICATION

The CPRP qualification is offered by the Public Relations Society of Kenya (PRSK) through a partnership with KASNEB. Under the partnership documented through a Memorandum of Understanding, PRSK develops the syllabus and the CPRP examination whereas KASNEB makes arrangements for the administration, marking and processing of the examination results.

The CPRP examination is structured in three modules with a total of twenty papers.

The complete structure of the CPRP qualification is provided below.

Course Code	Subject
MODULE 1	
PGD 101	Public Affairs and Advocacy
PGD 102	Advanced Public Relations Writing
PGD 103	Persuasive, Communication and Presentation
PGD 104	Events and Protocol Management
PGD 105	Comparative Studies in Public Relations
PGD 106	Public Relations Strategy and Planning
MODULE 2	
PGD 201	Strategic Management and Leadership
PGD 202	Story-telling for Public Relations
PGD 203	Digital Public Relations and Social Media Management
PGD 204	Public Relations Research Methods
PGD 205	International Language
PGD 206	Political Public Relations
PGD 207	Propaganda Techniques
MODULE 3	
PGD 301	Public Relations Practicum and Practice
PGD 302	Public Relations Measurement and Evaluation
PGD 303	Crisis Communication
PGD 304	Entrepreneurship for Public Relations Professionals
PGD 305	Negotiation and Mediation
PGD 306	Internal Communication and Change Management
PGD 307	Communication in the Public Sector

INVITATION FOR APPLICATIONS FOR EXAMINERS (SETTERS AND MARKERS)

As part of the roll out of the CPRP syllabus, PRSK and KASNEB wish to recruit a dedicated team of setters and markers to develop and mark the CPRP examination. In this connection, qualified and competent persons are invited to apply for consideration as markers and setters for the CPRP examination.

Markers and setters are invited to apply for at least one and a maximum of three papers, listed in order of preference and competence, based on the above structure of the CPRP examination, provided they meet the minimum requirements as specified in the advertisement.

MINIMUM REQUIREMENTS

Applicants will be required to meet the following minimum requirements:

- a) Academic and professional qualifications
 - i) Bachelors Degree in a relevant subject area
 - ii) Masters Degree in a relevant subject area
 - iii) Professional qualification in the subject area of interest
- b) Work experience
 - i) At least three (3) years relevant experience in teaching, research, and professional practice or other relevant engagement
 - ii) Evidence of work as a contracted examination professional in examination bodies will be an added advantage
 - iii) Successful applicants must be in possession of post-qualification teaching experience of not less than five (5) years in a recognised university or possession of at least three (3) years' experience in practice with not less than two (2) years teaching experience at university or tertiary level.
- c) Other requirements that successful applicants will be required to demonstrate include:
 - i) Compliance with Chapter Six of the Constitution of Kenya 2010
 - ii) Ability to work within strict timelines as the Society shall specify

PERSONAL ATTRIBUTES

The ideal candidates should be persons of high moral uprightness and unquestionable integrity. They should espouse the virtues of honesty, hard work, diligence and professional fidelity

The selected markers and setters will be allocated responsibilities from time to time in setting and marking various professional examination papers.

OTHER RELEVANT INFORMATION

- i) Examiners should apply for not more than two (2) subject areas in order of priority and expertise
- ii) The areas selected should be ideally in the same subject cluster
- iii) The application should be in soft copy (PDF format) and not more that four pages
- iv) Other guidelines are as per the advertisement

SUBMISSION OF APPLICATIONS

Interested candidates who meet the above minimum requirements are required to send their application letters accompanied by detailed curriculum vitae, copies of academic and professional certificates, testimonials and national identity (ID) cards and names and addresses of three (3) referees to the undersigned on or before the close of business on **7th October 2021**.

Applications may be emailed to:

The President
Public Relations Society of Kenya
P.O. Box 43098-00100
Nairobi
Email: admin@prsk.co.ke

Note: Only shortlisted applicants will be contacted. PRSK is an equal opportunity employer. Canvassing will lead to automatic disqualification.