



## **CONSULTANCY OPPORTUNITY**

### **EXPERIENCED WRITER/ CONTENT CREATOR TO SUPPORT PUBLIC RELATIONS SOCIETY OF KENYA'S PUBLICATIONS**

#### **1. 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.

The Society is celebrating its 50<sup>th</sup> anniversary since its inception and would like to document its five decades-long journey and ensure timely production of content for PR Digest and other publications.

#### **2. PURPOSE**

The Society is seeking to bring on board an experienced writer to lead production of content for its three flagship publications ahead of the Society's 50th anniversary celebrations. The consultant will be required to produce a range of high-quality articles to be published on various platforms.

#### **3. SCOPE OF WORK**

Aside from producing content for the website, the consultant will develop content for PRSK's three flagship publications namely PR Digest, Hello@50 and the Beyond CSR Publication to be launched ahead of the Sustainability and Social Impact Conference. The successful consultant will also be responsible for planning and developing content for PRSK's online platforms.

The main tasks and responsibilities under this consultancy are to:

- Hold weekly consultative meetings with the editor to agree on story ideas to be pursued by the consultant.
- Write a series of news stories, feature articles, Q&As, op-eds and analytical pieces for various PRSK Publications and platforms including PR Digest and the website.
- Interview top performing PR and Communication Management practitioners and targeted heads of institutions implementing progressive communication approaches and prepare their profiles for publication.
- Prepare and write articles from of the State of PR and other key local and international publications on PR and Communication.
- Review entries from recent PRSK Annual Awards and interview their sources to generate strong articles highlighting best practice in the profession.
- Unpack research and data from key national and global publications to prepare articles.
- Profile organizations and individuals that are undertaking progressive approaches in the area of Sustainability and ESG.

#### 4. Main deliverables, include:

- High-quality feature articles, news and analysis for PR Digest and the website prepared and polished editorially based on interviews, evidence and professional photos.
- High-quality feature articles, news and analysis for Hello@50 prepared and polished editorially based on interviews, evidence and professional photos.
- High-quality feature articles, news and analysis for the Beyond CSR publication prepared and polished editorially based on interviews, evidence and professional photos.
- Produce high-quality feature articles, op-eds and analysis to be published in the media.

#### 5. Supervisory Arrangements

The consultant will be expected to plan and undertake their assignments independently but under the supervision of the PRSK Communications Manager. They will be expected to work from their own premises but check in from time to time via zoom/Microsoft teams or in person when required.

#### 6. Requirements

- Proven track record as a feature/ business writer
- At least **five** years of solid experience writing human interest and business stories.
- Familiarity or knowledge and experience of the working context and operational realities of PR and communications experts highly desirable.
- Excellent writing skills in English, and proven analytical skills and ability to synthesize findings from diverse materials and sources.

#### 7. Application Instructions:

Applicants should send an application letter/capability statement, copy of their CV, financial proposal, two reference letters and send two samples of relevant articles to [recruitment@prsk.co.ke](mailto:recruitment@prsk.co.ke) by **30<sup>th</sup> March, 2022**. Only shortlisted consultants will be contacted.

The application should be addressed as follows:

For the attention of:

Chief Executive Officer,  
Public Relations Society of Kenya,  
Liaison House, State House Avenue  
P.O Box 43098,  
Nairobi.  
E-mail: [recruitment@prsk.co.ke](mailto:recruitment@prsk.co.ke)  
Tel: +254 26 26 215/7

For questions and queries please contact Maureen Koech, Corporate Communications Manager PRSK, Tel No. +254 2626 215/7.