



CALL TO JOIN PRSK COUNCIL COMMITTEES

Are you passionate about the Public Relations and Communication Management profession looking to expand your professional network, enhance your leadership skills, boost your resume and willing to serve?

Leverage on the Opportunity to Serve!

The Public Relations Society of Kenya (PRSK) gives members an opportunity to serve and add value to the profession by serving in Committees. The mandate of the Committees is to develop and review policies for Council's approval and monitor and evaluate implementation of the ratified policies. This, therefore, is a call to members to offer themselves to serve the Society and offer their expertise in a Committee that is most relevant to them. The Council invites applications from members interested in serving the under listed committees for the period 2023 – 2025. Interested members are required to share a one page statement on their suitability to serve their preferred Committee together with their updated CVs. Members can only serve in ONE committee at a time.

About the Committees

The Society currently has six (6) Committees, five (5) of which are open for members to fill. The Council has reviewed the list of committees and created two (2) new Committees, namely: The Editorial Committee and the Diversity Equity and Social Inclusion Committee. The Council is calling on PRSK members who wish to serve to apply for the six (6) positions for each Committee. A member is only allowed to serve in one (1) Committee.

COMMITTEE ROLES AND RESPONSIBILITIES

1 Audit Committee.

This Committee is responsible for developing audit strategies and enforcing audit controls, reviewing reports on internal audits, understanding the organisation's risk profile and recommending appropriate risk mitigation interventions.

Terms of Reference

The Committee will carry out the following responsibilities:

- i. Monitor on the efficiency and effectiveness of processes and controls in line with policies and by laws
- ii. Review effectiveness of the processes of corporate governance
- iii. Advice and make recommendations on the Society's internal control systems for efficiency and review adherence to the internal control systems.
- iv. Develop a risk-management policy to assist Council in mitigating risks.

This Committee is responsible for developing and safeguarding governance tools and structures not excluding matters of regulation and professional standards of the members of the Society.

Terms of Reference

The Committee will carry out the following responsibilities:

- i. Create understanding among Council members on how Corporate Boards work and what it takes to lead with transparency, accountability, efficiency and effectiveness
- ii. Define expected ethical conduct of Council members and staff, their interpersonal relations and summarize them into do's and don'ts or a code of conduct
- iii. Define the mandate and scope of the Council members including their roles, responsibilities, powers of the various Council committees, separation of roles between the Council and Secretariat and policies and practices of the Council as far as corporate governance is concerned
- iv. Propose training for Council and Secretariat that contribute in mainstreaming good governance practices into all operational areas in furtherance to the Society's mandate
- v. Oversee the strategic planning formulation and implementation including performance-based management practices, Secretariat and Council appraisal and reporting
- vi. Monitor the efficiency and effectiveness of processes and controls in line with policies and bylaws
- vii. Review effectiveness of the processes of corporate governance
- viii. Ensure ethics and values are promoted within the Society

This Committee is responsible for developing and implementing short to long term member recruitment and retention strategies to increase and enhance membership growth as well as constantly reviewing members' benefit structure and support system.

Terms of Reference

The Committee will carry out the following responsibilities:

- i. Develop marketing and member recruitment and retention strategies
- ii. Develop value add products and services for members
- iii. Ensure continual improvement in quality service provision for members including evaluation of member satisfaction levels
- iv. Oversee the development and implementation of Continuing Professional Development (CPD) programmes

4 Research and Knowledge Management Committee.

This Committee is responsible for promoting research and knowledge management in the field of Public Relations and Communication Management. The Committee works with partners to analyse gaps in research and identify ways of addressing the same. The Committee is also responsible for conducting an annual research study on industry trends.

Terms of Reference

The Committee will carry out the following responsibilities:

- i. Develop and implement the Society's research policy
- ii. Develop an annual research plan
- iii. Provide oversight on the implementation of the annual research plan
- iv. Promote research in the field of Public Relations and Communication through collaborative arrangements
- v. Identify and collaborate with research institutions for mutual benefit
- vi. Identify and recommend relevant research problems for Council's approval
- vii. Creating and implementing methodologies for content management
- viii. Encourage pursuit of research interests among members

5 Editorial Committee.

The Editorial Committee is responsible for the production of the PR Digest magazine, case studies and other key publications by the Society.

Terms of Reference

The Committee will carry out the following responsibilities:

- i. Develop and review content for PR Digest magazine
- ii. Maintain editorial standards and guidelines
- iii. Collaborate with authors, writers, and contributors to develop case studies
- iv. Suggest content ideas and themes for other key publications
- v. Ensure consistent and engaging communication with members and the public

6 Diversity, Equity and Social Inclusion Committee.

This Committee is responsible for promoting the diversity and inclusion of members. The Committee will provide guidance on diversity and inclusion related issues of relevance to membership.

Terms of Reference

The Committee will carry out the following responsibilities:

- i. Develop initiatives to foster a diverse and inclusive PRSK community
- ii. Advocate for equitable opportunities and representation in PR related activities
- iii. Raise awareness and run education for a on issues related to diversity and social inclusion

The Committee is responsible for identifying potential funding sources, building relationships with donors and partners, and developing fundraising proposals and fundraising plans and strategies. The Committee is responsible for developing and implementing strategies to attract donors, sponsors, and other forms of support for the Society to achieve its strategic goals.

Terms of Reference

The Committee will carry out the following responsibilities:

- i. Develop and implement a resource mobilization strategy
- ii. Develop and implement the resource mobilisation policy
- iii. Identify resource opportunities for the Society
- iv. Initiate and promote strategic partnerships for the benefit of the Society
- v. Provide oversight for PRSK Consultancy Limited

The Taskforce on Universal Code of Conduct (UCoC) and Enforcement Guidelines for the PRSK social spaces is established to develop a comprehensive and universally applicable code of conduct that governs the behavior and interactions of our members on social platforms and other online spaces. The task force is expected to draft a code that will uphold ethical standards, promote responsible communication, and enhance the reputation of the public relations profession and professionals in the social and digital sphere; and it will apply equally to all PRSK members without any exceptions.

The UCoC will address the conduct of members on various social media platforms, including but not limited to Whatsapp, Twitter, Facebook, LinkedIn, Instagram, and all emerging online spaces.

Terms of Reference

The members of the task force shall be responsible for the following:

1. Conducting research and analysis of existing codes of conduct and best practices in other relevant industries.
2. Engaging with PRSK members, social media experts, and stakeholders to gather diverse perspectives and insights.
3. Drafting the code of conduct based on input received and industry expertise.
4. Developing implementation strategies and enforcement guidelines to ensure effective adoption of the code.
5. Preparing educational materials and training programs to inform members about the code and its implications.

Composition of the Taskforce

The Taskforce shall be composed of a diverse group of individuals representing various stakeholders.

Members who have a demonstrated understanding of social media management and communication best practices, expertise in legal and ethical considerations (digital laws, privacy regulations, and social media governance), proven experience in managing organizational accounts and handling online engagement, expertise in developing and implementing similar codes of conduct and, strategists familiar with crisis management and conflict resolution in digital environments are encouraged to apply.

Timelines

The Taskforce will operate for a period not exceeding one year , to develop the Universal Code of Conduct and the Enforcement Guidelines after which it shall be dissolved.

Reporting and Accountability

The Taskforce shall report to and provide periodic progress reports to the President. It will also conduct member sensitization sessions on the Universal Code of Conduct and the Enforcement Guidelines. Once the sensitization sessions are finalized, the UCoC and the Enforcement Guidelines will be presented to Members for ratification through a vote.

Eligibility Criteria

A member shall qualify to apply if he/she:

- i. Is a Full Member
- ii. Has at least 5 consecutive years of fully paid up membership
- iii. Has been a member for at least 1 year
- iv. Is in good standing i.e. up to date with their annual subscription and not owing any dues to the Society
- v. Is actively engaged in practising public relations and demonstrated an exceptional level of expertise in the profession and considerable professional achievement;

Application Process

Members wishing to commit their time and expertise for the benefit of the Society are encouraged to apply by clicking on the link:

[CLICK HERE TO APPLY](#)

KEY DATES AND DEADLINE

Date of issue

Wednesday,
9th August 2023

Deadline for receiving
expression of interest

Tuesday,
15th August 2023

Communication to
nominees

Tuesday,
22nd August 2023

Orientation of
successful applicants

Thursday,
31st August 2023



Arik Karani,

President, Public Relations Society of Kenya.