



PUBLIC RELATIONS SOCIETY
OF KENYA

WE ARE HIRING

CHIEF EXECUTIVE OFFICER

The CEO is the principal executive leader of PRSK, responsible for steering the Society's strategic direction, operational excellence, and overall impact. The CEO is charged with leading the implementation of PRSK's growth strategy, championing member value, and fostering dynamic relationships with stakeholders across corporate, government, and non-profit sectors. The CEO is the link between the Council and the Secretariat and oversees the implementation of policies, procedures, and guidelines to ensure that all PRSK operations comply with prevailing statutory and regulatory requirements.

KEY RESULTS AREAS

- Develop and execute the Society's long-term strategy in collaboration with the Council, ensuring alignment with PRSK's vision and mission.
- Oversee organizational governance, compliance, and risk management to safeguard PRSK's reputation and sustainability.
- Lead the Society in adapting to evolving industry trends, regulatory shifts, and emerging opportunities.
- Represent PRSK at national and international forums, advocating for the profession and building strategic alliances.
- Foster strong relationships with members, industry leaders, government bodies, and media partners.
- Build coalitions to influence key policies and promote ethical standards in public relations practice.
- Direct the design, launch, and evaluation of training, workshops, seminars, and professional development programs.
- Ensure programs reflect global best practices and respond to member needs and industry advances.
- Drive the Society's innovation agenda, leveraging emerging trends and technologies to maintain competitive advantage.
- Monitor industry trends, market conditions, and competitor activity to anticipate risks and identify opportunities for growth.
- Lead efforts to diversify revenue streams through sponsorship, partnerships, and fundraising initiatives.
- Identify and secure strategic opportunities that support the Society's growth and sustainability.
- Cultivate relationships with corporate sponsors, donors, and partner organizations.
- Oversee day-to-day operations, including financial management, HR, IT, and administration.
- Recruit, mentor, and develop a high-performing team committed to PRSK's mandate.
- Champion an inclusive, collaborative, and results-driven organizational culture.
- Drive strategic communications, marketing, and public engagement initiatives.
- Safeguard and enhance PRSK's brand and public image.
- Facilitate the achievement and maintenance of industry-standard accreditations and certifications for the Society.
- Ensure prudent management of assets and financial resources, and promote accountability through proper monitoring and effective internal controls.
- Coordinate and provide quality assurance for all PR and Communication training programmes, including syllabuses, preparation, administration, and management of examinations and certifications.



QUALIFICATIONS REQUIRED

Academic

- A minimum of a Master's degree in Communication, Public Relations, Business, Management, or a related field.
- Must have attended senior management training lasting not less than 4 weeks.

Professional

- Membership to a professional body such as the Public Relations Society of Kenya (PRSK), ICPAK, KISM, Institute of Project Management Professionals, or the Chartered Institute of Public Relations (CIPR) will be an added advantage.

Work Experience/Style

- Minimum of Fifteen(15) or more years' experience at Senior Management/Executive Leadership role.
- Demonstrated knowledge of fiscal management, human resource development, resource mobilization.
- Have thorough knowledge and understanding of PR and Communication sector regionally and internationally.
- Proven capacity to lead multidisciplinary Teams at Secretariat with the acumen to handle membership organisations.
- Strong influencing skills - role model who accelerates PRSK performance
- Strong value set, integrity and behavioural ethos.
- Meet requirements of the Chapter Six of the Kenyan Constitution.

KEY PERFORMANCE INDICATORS

- Achievement of revenue targets, profit margins, and cost management objectives as set by the Council..
- Demonstrated expansion into new markets, product or service innovation.
- Improvement of key operational metrics, efficiency measures, and implementation of best practices.
- Positive feedback and partnership ratings from stakeholders, increased brand recognition, and effective crisis management.
- High employee retention, satisfaction scores, and evidence of talent development and succession planning.
- Full compliance with legal and regulatory requirements, audit outcomes, and adherence to ethical standards.
- Number of new initiatives launched, adoption of new technologies, and measurable impact of innovation on business performance.
- Progress on diversity metrics, inclusive policies implemented, and overall workplace climate.
- Effectiveness in identifying, mitigating, and managing risks to the organisation.
- Effective Council engagements and implementation of Council resolutions.

To apply, submit your CV, cover letter, and all academic documents compiled into one PDF file to **hr@prsk.co.ke** by **26th August 2025**, indicating the job title you are applying for in the email subject line.



WE ARE HIRING

PROGRAMMES MANAGER

The Programmes Manager is a pivotal member of the PRSK Secretariat, responsible for the strategic planning, design, implementation, and evaluation of the Society's training and continuous professional development programmes. This role requires an innovative and organized professional with a passion for lifelong learning and a commitment to upholding the highest standards in programme delivery. The role also provides administrative support to the PRSK Secretariat and ensures the smooth running of office operations.

KEY RESULTS AREAS

- Programme Design & Development
- Conduct regular needs assessments to identify learning gaps and emerging trends in the public relations industry.
- Develop annual training calendars and curate a diverse portfolio of offerings, including workshops, seminars, certifications, webinars, and conferences.
- Design curriculum frameworks for flagship and specialized programmes, ensuring alignment with industry standards and member expectations.
- Source, engage, and coordinate with expert trainers, facilitators, and guest speakers.
- Oversee the end-to-end logistics for training events, including venue sourcing, scheduling, registration management, and participant communications.
- Supervise the execution of training sessions, ensuring seamless delivery and an exceptional participant experience.
- Liaise with Vendors to facilitate smooth training and learning environments
- Ensure compliance with organizational policies, legal requirements, and professional codes of conduct.
- Design and implement evaluation tools to measure programme effectiveness, participant satisfaction, and learning outcomes.
- Analyse feedback and develop actionable insights to refine and improve future programmes.
- Prepare periodic reports on training outcomes, key metrics, and recommendations for presentation to the Executive Committee and Board.
- Foster strategic partnerships with academic institutions, industry bodies, sponsors, and other stakeholders to enhance programme offerings and outreach.
- Develop and manage the budget for training programmes, ensuring financial sustainability and value for members.
- Negotiate contracts with trainers, venues, and service providers.
- Monitor expenditures, track revenue, and prepare financial reports related to training activities.
- Stay abreast of global developments in learning methodologies, digital education, and professional development best practices.
- Introduce innovative approaches and technologies to enhance programme impact and accessibility.
- Provide support and secretarial services to the Council and the Executive, Audit, Governance, and Integrity and Compliance Committee meetings and activities, while tracking and implementing resolutions, policies, programmes, and projects.
- Support the development, implementation, and adherence to the Secretariat's annual work plans and budget.
- Provide administrative support for day-to-day operations, including coordinating progress meetings and preparing monthly reports.
- Establish and maintain a document management system, ensuring all shared documents are properly uploaded and accessible to authorized staff.
- Manage and supervise the office assistant on a daily basis to ensure smooth office administration.



QUALIFICATIONS REQUIRED

Academic

- Bachelor's degree in Communication, Public Relations, or Business field
- MBA desirable.

Professional

- Membership to a professional body; Public Relations Society of Kenya (PRSK) or Chartered Institute of Public Relations (CIPR) an added advantage.

Work Experience/Style

- 5 – 8 years in a membership organization
- Excellent organization, communication, and presentation skills & experience
- Business acumen Finance/Admin/Procurement knowledge.
- Experience in coordinating CPD /Training Programs.
- Supervisory skills, self-driven, and works with integrity.
- Strong influencing skills – a role model who accelerates Team performance.
- Proficient in Microsoft Office
- Meet requirements of the Chapter Six of the Kenyan Constitution.

KEY PERFORMANCE INDICATORS

- Monthly reporting to the Council (on key resolutions & implementation), organize quarterly meetings for the main council and board committees.
- Number and diversity of training programmes delivered annually
- Programme completion rates and learning outcomes
- Financial performance of the training portfolio
- Quality and relevance of training content
- Innovation and adoption of new programme delivery methods
- Timely development and implementation of work plans
- Organise weekly progress meetings to facilitate tracking and implementation of council resolutions.
- Coordinate roll out and implementation of the certification program.
- Provide daily supervision of the Office Assistant, including objective setting, monthly feedback, and annual performance appraisal.

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BUSINESS DEVELOPMENT OFFICER

The Business Development Officer is a central figure in PRSK's growth strategy, tasked with expanding revenue streams, cultivating strategic partnerships, and increasing member engagement. This role is ideal for an enterprising and relationship-driven professional who thrives in a dynamic, mission-driven environment. The Business Development Officer will be responsible for conceptualizing, planning, and executing initiatives that advance the Society's sustainability, visibility, and value proposition.

KEY RESULTS AREAS

- Develop and execute the Society's long-term strategy in collaboration with the Council, ensuring alignment with PRSK's vision and mission.
- Oversee organizational governance, compliance, and risk management to safeguard PRSK's reputation and sustainability.
- Lead the Society in adapting to evolving industry trends, regulatory shifts, and emerging opportunities.
- Represent PRSK at national and international forums, advocating for the profession and building strategic alliances.
- Foster strong relationships with members, industry leaders, government bodies, and media partners.
- Build coalitions to influence key policies and promote ethical standards in public relations practice.
- Direct the design, launch, and evaluation of training, workshops, seminars, and professional development programs.
- Ensure programs reflect global best practices and respond to member needs and industry advances.
- Drive the Society's innovation agenda, leveraging emerging trends and technologies to maintain competitive advantage.
- Monitor industry trends, market conditions, and competitor activity to anticipate risks and identify opportunities for growth.
- Lead efforts to diversify revenue streams through sponsorship, partnerships, and fundraising initiatives.
- Identify and secure strategic opportunities that support the Society's growth and sustainability.
- Cultivate relationships with corporate sponsors, donors, and partner organizations.
- Oversee day-to-day operations, including financial management, HR, IT, and administration.
- Recruit, mentor, and develop a high-performing team committed to PRSK's mandate.
- Champion an inclusive, collaborative, and results-driven organizational culture.
- Drive strategic communications, marketing, and public engagement initiatives.
- Safeguard and enhance PRSK's brand and public image.
- Facilitate the achievement and maintenance of industry-standard accreditations and certifications for the Society.
- Ensure prudent management of assets and financial resources, and promote accountability through proper monitoring and effective internal controls.
- Coordinate and provide quality assurance for all PR and Communication training programmes, including syllabuses, preparation, administration, and management of examinations and certifications.



QUALIFICATIONS REQUIRED

Academic

- Bachelor's degree in Communication, Public Relations, Business, or a related field.
- An MBA/Project Management certification is desirable.

Professional

- Membership to a professional body; Public Relations Society of Kenya (PRSK), ICPAK, KISM, Institute of Project Management Professionals or Chartered Institute of Public Relations (CIPR) an added advantage.

Work Experience/Style

- 5 – 8 years in a senior management role in a membership organization
- Excellent organization, communication, and presentation skills & experience.
- Business acumen in Finance/Administration/Business Process engineering Procurement fields.
- Experience in coordinating membership wide initiatives- CPD /Training, Consulting and Partnerships.
- Supervisory skills, self-driven, and works with integrity.
- Strong influencing skills – a role model who accelerates Team performance.
- Proficient in Microsoft Office and project management tools.
- Meet requirements of the Chapter Six of the Kenyan Constitution.

KEY PERFORMANCE INDICATORS

- Growth in sponsorship and partnership revenues year-on-year.
- Number and quality of new corporate and institutional partnerships established.
- Expansion of PRSK's member base and enhanced member satisfaction scores.
- Successful launch and uptake of new income-generating products and services.
- Positive feedback from partners, sponsors, and members regarding engagement and value delivered.
- Monthly reporting to the CEO and Treasury on achieved business/revenue targets.
- Initiates annual budgeting and revenue forecasting and sign-off by the end of December.
- Coordinate roll out and implementation of the certification program.

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