



PUBLIC RELATIONS SOCIETY
OF KENYA

Review and Development of a 3 Year Strategic Plan for Public Relations Society of Kenya (2023-2025)

Review and Development of a 5 Year Strategic Plan for Public Relations Society of Kenya (2023-2025)

1. BACKGROUND

The Public Relations Society of Kenya (PRSK) is a duly registered Society under the Societies Act Cap 108 Registration No. 5802. The Society was established in 1971 as a professional body to guide and bring together Public Relations and Communication practitioners in Kenya.

PRSK is the umbrella body for all public relations and communication practitioners in Kenya with an overriding purpose to advance excellence performance in the practice. The Society maintains local and international affiliates, which include the Eastern Africa Public Relations Association (EAPRA), the African Public Relations Association (APRA), and is a founder member of the Global alliance for Public Relations & Communication Management.

The Society has over 5,000 registered members drawn from Government Ministries and Parastatals, State Corporations, Private Companies, Corporates, Small and Medium Enterprises.

In order to operationalize its mandate, the Society is guided by a Strategic Plan which is implemented through annual work plans, the performance contract and staff performance appraisal system. The Strategic Plan is aligned to the objectives of the Society. It has formulated and implemented one Strategic Plan covering the years 2018-2022.

The first SP focused on establishing structures, systems and procedures for effective and efficient service delivery. The SP will take into consideration changes that are likely to affect its implementation. The Society is seeking the services of a qualified consultant to undertake the exercise of developing the second strategic plan 2023-2025.

2. OBJECTIVE

The Society invites consultants to submit a detailed Technical and Financial proposal to provide consultancy services for the Review and Development of the Strategic Plan. The overall objective of the assignment is to develop the second Strategic Plan for the period 2023-2025 aligning it with vision, mission, core values and objectives of the Society. The specific objectives of the assignment will be to:

- i. Develop the Society's Strategic Plan for the period 2023-2025.
- ii. Make appropriate recommendations on implementation of the Strategic Plan for a greater impact.
- iii. Building on achievements brought forward as part of the implementation of the Society's 2018-2022 Strategic Plan and cognizant of its ever-changing

operating environment, the consultant will review and guide PRSK in clearly defining:

- PRSK’s vision and mission, strategic areas and objectives, including priority focus areas for the strategic period
- PRSK’s situational context, through a SWOT, PEST and other relevant analysis
- PRSK’s stakeholder map and identify relevant strategies to engage them to advance stated objectives
- Monitoring and reporting framework to enable effective tracking of the Strategic Plan
- Costing plan

3. THE ASSIGNMENT – SCOPE OF WORK

The consultant in close consultation with PRSK Council and Management will be required to facilitate the process of reviewing the Society’s current SP:

- i. Review the current Strategic Plan 2018-2022 and highlight key achievements and factors contributing to its success and challenges encountered during implementation. This will include reviewing the Society’s internal core documents (IPRAC Bill and Policy, Constitution) among others.
- ii. Assess the Society’s operating environment and based on the analysis outline the Society’s current and emerging operational challenges.
- iii. Identify new and ambitious goals and objectives for the period 2023-2025.
- iv. Develop the Society’s strategic model including its entities.
- v. Develop the strategic implementation and coordination framework.
- vi. Review the current organizational structure and mode of operations for effectiveness.
- vii. Consultations with PRSK Council and Management and stakeholders to review the current plan and set priorities for the next plan.
- viii. Facilitation of virtual strategic planning workshops for staff, board members and selected stakeholders to further build on the Strategic Plan.
- ix. Drawing up of a draft Strategic Plan for the next phase and incorporating input from PRSK Council and Secretariat, stakeholders and partners.

4. DURATION OF WORK AND DELIVERABLES

The assignment is expected to take a total of 90 days, spread over three months from April – June 2022. The deliverables shall include:

- i. An inception report detailing the methodology and approaches and timelines associated with this assignment.
- ii. A needs assessment report highlighting the current status and gaps in the Society’s strategic direction covering both internal and external factors relevant to the Society’s operating environment.
- iii. A two-day strategic planning workshop for PRSK Council, Secretariat and Committees.
- iv. A revised Strategic Plan covering the period 2023-2025 (including a designed report) incorporating feedback from stakeholders.

- v. Implementation matrix for the three-year strategic period under each strategic objective.
- vi. Annual work plan for the first eighteen months.
- vii. A consultancy report including the major activities of the consultancy, the highlights of the strategic planning workshop and an evaluation of the workshop.

5. PROPOSALS

Duly completed RFP documents, in a plain sealed enveloped marked: REQUEST FOR PROPOSAL FOR CONSULTANCY SERVICES FOR THE REVIEW AND DEVELOPMENT OF THE STRATEGIC PLAN FOR THE PERIOD 2023-2025 should be delivered to PRSK, Wu Yi Plaza, Wing B, 2nd Floor, Galana Road on or before **20th March, 2023 at 2:00pm**

Tenders should be submitted in two separate envelopes with completed technical and financial proposals clearly marked:

- i. TECHNICAL PROPOSAL for Consultancy services to undertake review and development of strategic plan for the period 2023-2025.
- ii. FINANCIAL PROPOSAL for Consultancy services to undertake review and development of strategic plan for the period 2023-2025.

6. CONTACT PERSON

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

**The Chief Executive Officer
Public Relations Society of Kenya
Wu Yi Plaza, Wing B, 2nd Floor, B4, Galana Road
P. O. Box 43098-00100, Nairobi
Tel: +254-020-2626215, +254-020-2626217**