



Professionalism & Excellence



MEMBERSHIP UPGRADE

UPGRADE PROCEDURE

The following guidelines relate to Graduate and Associate members of the Institute who wish to proceed to higher membership of the Institute. They are required to obtain an upgrading form.

UPGRADING OF GRADUATES

Graduates are eligible to be upgraded to the Associate grade if they have been employed at the time of application for a minimum of two (2) years either in a recognised PR appointment or a recognised position within PR education. Candidate must have spent two (2) years as Graduate Member

UPGRADING OF ASSOCIATES

Associates who have obtained the NIPR qualification or recognised equivalent or higher PR qualification; are eligible for full membership provided they have been employed in a recognised area of PR for at least five (5) years. Candidate must have spent five (5) years as an Associate Member.

ADMISSION OF STUDENTS

Students who have satisfactorily completed the NIPR professional examinations, or other recognised qualifications or currently undergoing a course of study in relevant fields in a recognised/accredited tertiary institution should apply.

PROFESSIONAL STANDARDS GUIDE

Matching competencies to responsibilities in Public Relations and Communications management.

- i) With the NIPR professional Standards Guide, the Institute is now better placed to ensure that employers of labour get more value from the profession, and that only those certified by the Institute are hired.
- ii) With the Guide, both Public Relations practitioners and employers of their services can identify competence levels, skills gap and measure performance.
- iii) Practitioners can now pursue professional excellence with a clearer career map and the firm backing of the Institute.

The Guide,, better value from PR Practice...

- Providing growth, profile and career ladder in Public Relations.
- Placing professional experience in appropriate cadre.
- Access to PR expertise and mentorship.
- Establishing a professional base for job description
- Harmonising job titles and functions between private and public sectors.
- Facilitating life-long learning through Continuing Education Credit Point (CECP) system and better professional performance by PR practitioners.
- Positioning for opportunities in International skills pool.

HIGHLIGHTS

Public Relations cadres with relevant knowledge and skills base:

1. Entry Cadre

1-3 years in practice with job titles as:

- a) Public Relations Assistant (non-graduates)
- b) Assistant Public Relations Executive (non-graduates)
- c) Public Relations Executive (graduates)

2. Intermediate Cadre- 3 - 6 years post qualification in practice with job titles as

- a) Senior PR Executive
- b) Principal PR Executive/Assistant Manager/Assistant Head

3. Senior Cadre 6-10 Years post qualification practice with job titles as

- a) Assistant Chief PR Executive/Deputy Manager/Deputy Head
- b) Deputy Chief Public Relations Executive Head PR

4. Advanced/Management Cadre 10-17 years post qualification practice with job titles as:

- a) Chief PR Executive/Manager PR
- b) Assistant Director PR/Principal Manager/Assistant General Manager, PR

5. Faculty Leadership Cadre 17 years and above with job titles as:

- a) Deputy Director, Public Relations
- b) Director, Public Relations
- c) Director-General/Permanent Secretary.

SECTOR-FOCUSED RESEARCH PROJECTS

- To provide public relations database.
- Enhance support to corporate members and government. - Promote specialisation and expertise.

AREAS OF CURRENT FOCUS

- Media & Communication
- Commerce & Industry
- Government
- Finance & Insurance - Maritime & Aviation
- Oil & Gas

BENEFITS

- Providing PR database for relationship and management in each sector.
- Gaining cost effectiveness and positive impact from corporate programmes.
- Improving on the relationship network between companies, government & other stakeholders.

- Harnessing channels for indigenous participation in the sectors.
- Focusing on the quality of life issues in Nigeria.
- Getting value-for-money for companies and their customers.
- Energising PR structures in companies and government for value adding performance.

MANDATORY CONTINUING PROFESSIONAL DEVELOPMENT PROGRAMMES (MCPD)

A new bouquet of public relations training/professional development programmes is now available to give practitioners the competitive edge in responding to industry's specific challenges.

The MCPD is a policy instrument of the Institute designed to refresh and sharpen the skills of members while also serving as a tool for membership upgrade.

A Graduate member is expected to complete 3 MCPD's within two (2) years and must have spent two (2) years as a Graduate Member to be upgraded to an Associate status.

An Associate member is expected to complete 3 MCPD's within 5 years and must have spent 5 years as an Associate Member to be upgraded to a the status of a Full Member.

A Full Member is expected to undergo fellowship screening & presentation after 10 years on Full Member Status.

The law mandates NIPR to regulate the practice and direct the development of the PR profession in Nigeria. The law also makes it illegal to practise Public Relations in any form in Nigeria without NIPR certification.

GOVERNANCE AND ADMINISTRATION

As the centre of policy initiatives, NIPR's 22-member Governing Council which is elected every two years, directs the affairs of the Institute. Sitting as an electoral college, the Council elects the President and the Vice-President of the Institute who respectively serve as its Chairman and Vice Chairman. Acting on behalf of Council as the Chief Executive (CEO) of the Institute, the President provides leadership in the management of NIPR business through the chapters, committees and the national secretariat.

NIPR branch organisation in States and the Federal Capital Territory (Abuja) are called Chapters. Each has an elected executive council led by Chairman. The National Secretariat with the Register and department heads appointed by Council, constitutes the administrative hub of the Institute.

Objectives

- ❖ Build a credible, dynamic and responsive professional Institute.
- ❖ Promote professional excellence through members, upholding the Code of Ethics and a system of lifelong learning as well as gaining stakeholders' commitment to professional standards.
- ❖ Encourage a more reputation-sensitive society, by working with appropriate associations to generate sustained focus on the contributions of stakeholders in different sectors.