



The Hong Kong Institute of Certified Public Accountants is the only statutory licensing body of CPAs in Hong Kong recognized globally as the pre-eminent body of top-tier accountants that leads and serves businesses and the public interest of Hong Kong. At the Institute, we say a CPA is a "success ingredient" in a career, in the business world, and in society as a whole. In building a strong accounting profession, the Institute helps to establish and continuously enhance Hong Kong's reputation as a world-class financial centre.

To meet our business development needs, we are inviting high calibre professional to join us for the following position:

ASSOCIATE OFFICER, MARKETING AND COMMUNICATIONS [Ref. AO-M&C]

The successful candidate will assist the Manager(s) to provide marketing communications and project coordination support in various matters pertaining to the Branding and Marketing of the Institute.

Roles and responsibilities

- Work on assigned projects through planning, implementation and execution to support marketing/ branding needs.
- Assist with website maintenance, including content updates, quality control and publishing; handle inquiries from content editors.
- Carry out marketing/ competitor research as assigned
- Assist in the preparation of presentations targeting Institute members/ those who are interested in the Qualification Programme
- Support in-house designer by suggesting new/ alternative creative directions
- Occasionally help with social media content development (in Mandarin and English)
- Assist with vendor liaisons when necessary
- Support ad-hoc marketing/ branding matters as assigned

Qualifications and Required Attributes

- Bachelors Degree in Marketing, Public Relation, Communication, Journalism or related field
- 4+ years of relevant experience, with track record of working with business partners to execute marketing initiatives
- Good understanding of social media and basic digital development process including communication of strategy and creative.
- Passionate about new technologies / digital marketing platforms and have the agility to embrace changes
- Detail-oriented with strong problem-solving skills
- Excellent project management and communication skills; ability to interact well with a diverse group of stakeholders
- Fluency in written and spoken Mandarin/ English/ Cantonese
- Proficiency in MS Office applications
- Possessing some working knowledge in website CMS and/ or social media marketing will be a strong advantage
- Knowledge of multimedia software and data operation will be an advantage
- Excellent team player, self-motivated, well-organized, hardworking and meticulous

Applications should be marked "**Confidential**" quoting the reference **[AO-M&C]** with full details of education, work experience, present and expected salaries, contact telephone number and earliest date available. Please apply in writing to the **Head of Human Resources, Hong Kong Institute of Certified Public Accountants, 37/F, Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong** or by email to hr@hkipa.org.hk.

Personal data provided will be used for recruitment purpose only.

For more information, please visit our website at www.hkipa.org.hk.