



Hong Kong Institute of
Certified Public Accountants
香港會計師公會

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 candidates to join us for the following position:

ASSOCIATE OFFICER (PUBLIC RELATIONS), MARKETING AND COMMUNICATIONS [Ref. AO(PR)-M&C]

Role and Responsibilities:

Public Relations:

- Help to establish the Institute's thought leadership via different channels
- Expand relationships with local, regional and international media
- Assist in the development of bilingual press relations collaterals
- Liaise with vendors regarding publicity activities
- Take care of media requests in a timely manner
- Generate coverage

Corporate Social Responsibility:

- Assist in presentations to professionals
- Enhance corporate social responsibility strategy
- Track corporate social responsibility performance
- Build strategic partnerships with stakeholders

Qualifications and required attributes:

- University degree
- With minimum four years of relevant work experience in media (online, broadcast and print) relations management
- With the awareness of different media agendas when handling media enquires, conducting media pitching and analyzing media coverage
- With fluent written communications skills to craft press releases and other presentations
- With excellent organizational and project skills to execute press conferences and media luncheons
- With strong media network
- With the capability to ensure effective communication methods (including public relations) are in place to showcase the Institute's commitment to social responsibility

- Being a confident and effective presenter when working with professionals
- With an outgoing personality to explore CSR partnership opportunities in industry events
- Being a proactive problem-solver
- Being creative but meticulous

Applications should be marked "**Confidential**" quoting the reference **[AO(PR)-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.