



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:

OFFICER (GUANG ZHOU), MARKETING & COMMUNICATIONS [Ref. O(GZ)-M&C]

The Officer will assist Hong Kong office to conduct marketing activities in Southern China and support other ad hoc projects of Hong Kong office.

Role and Responsibilities:

1. HKICPA Brand & Marketing Activities (Southern China)

- To initiate, plan and implement marketing activities in line with business strategies and goals of the Institute.
- To assist the Associate Director in enhancing the brand image of the Institute and providing members', students' support and service in Southern China.
- To conduct QP talks, manage all QP promotion activities for the prospective QP students in the accredited Universities and the CPA firms.
- To prepare promotional materials and work with relevant colleagues and external production houses for publicity and promotional purposes.
- To assist the organization of the QP promotion events in China, such as QP Case Competition, and the sponsored activities of our strategic partners in Southern China.

2. Member, QP Student Support and Services

- To assist Registration team for student registration process and certificates verification.
- To assist Examination and Workshop teams to ensure smooth running of the QP examinations and workshops, and arrange distribution of QP Learning Packs to QP students.
- To provide administrative and logistic support for all matters pertaining to membership services and training activities.

3. Others

- To handle general enquiries relating to membership services, prospective student services and promotion including answering telephone enquiries and providing written replies.
- To ensure the smooth operation of the HKICPA regional/ liaison office and make effective use of the regional/ liaison office to provide QP information to the prospective QP students and service to our members.

- To assist all logistics arrangement for the Council activities.
- To assist in organizing events responsible by other colleagues in Mainland China.
- To perform other duties as assigned by Head of Brand & Marketing Team and Associate Director of Marketing and Communications as and when necessary.

Qualifications and required attributes:

- Bachelor Degree Holder in Accounting is ideal and in Marketing / Business Management or relevant disciplines is preferred;
- Minimum 5 years of working experience, marketing experience is preferred; Better gain in CPA firms or Organization(s) offering qualified programmes of accounting training courses;
- Solid Knowledge of Accounting Industry is preferred;
- Good command of English and Chinese in both oral and written;
- Good command of Office software ability, such as Word, Excel and PowerPoint;
- Good skills in social networking.

Applications should be marked "**Confidential**" quoting the reference **[O(GZ)-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@hki CPA.org.hk.

Personal data provided will be used for recruitment purpose only.

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