



**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. The Institute has more than 44,000 members and more than 17,000 registered students. 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.

We are inviting high calibre professionals to join us for the following senior management position:

**Director, Corporate Communications (Ref: DCC-1)**

Reporting to the Chief Executive and Registrar, the successful candidate will be responsible for managing the corporate communications and member services as well as the Mainland development.

**Key Responsibilities:**

(A) Corporate Communications and Member Services

1. Develop and execute comprehensive and integrated communication strategies to
  - support the Institute's leadership position and strategic goals;
  - reach out to the diverse membership and drive for active engagement;
  - advocate the visibility and image of the accountancy profession; and
  - foster close collaboration with external stakeholders, regulators, professional bodies, and academic institutes.
2. Develop, and implement communication and engagement plans for building good rapport with all members including public accountants in practice (PAIP), public accountants in business (PAIB) and student members, meeting their diverse aspirations and expectations.
3. Drive innovative initiatives to strengthen image of the profession in the Accounting Plus era; and to continue attract top talents for the accountancy profession. Advise and collaborate with directors to develop compelling communications and public relations activities.
4. Formulate strategies to generate public relations and media opportunities, and favorable publicity; support the Institute's leadership team in fostering external relations in promoting the accountancy profession and the Institute.
5. Establish the direction of and oversee various media and communication channels including Institute's publication, website and social media etc. to achieve effective and sustaining communication with both internal and external stakeholders.
6. Understand the trends and changing dynamics of the industry for supporting the Institute in planning and delivering ideas on thought leadership topics for positive impact on stakeholder engagement and image of the accountancy profession.
7. Develop corporate social responsibility strategies and execute related initiatives / programmes, and manage the administration of the Institute's Trust Fund and Charitable Fund.

8. Oversee the planning and organization of major corporate and flagship events, CPD events and members' sports and recreational activities.
9. Develop, manage and track the budgets for communications, corporate events, sports and recreational activities and CSR initiatives / programmes. Establish metrics and continuously analyze and report the KPI and ROI.

(B) Mainland Development

1. Formulate and deliver strategies for expanding the Institute's development in the Mainland, enhancing stakeholder relationships comprising relevant authorities, education institutions and other professional bodies, and improving the Institute's image and presence in the Mainland.
2. Identify opportunities for Hong Kong CPAs in expanding their career and business; and supporting members in the Mainland.
3. Develop and oversee initiatives for recruiting students, as well as promoting the Qualification Programme and other educational programmes in the Mainland.
4. Direct staff members in the Mainland in supporting high level meetings and visits with relevant officials / parties related to Mainland affairs.

Handle any ad hoc assignments / projects as and when assigned by Chief Executive and Registrar.

**Qualifications and Attributes:**

- Tertiary qualification with at least 15 years of corporate communications and public relations experience with 5 years in leadership role working with senior executives. Proven record of achievements in the areas of communication strategy development, internal and external communications, public relations, and promotion of corporate image in large corporations.
- Proven leadership experience in leading sizeable teams with strong interpersonal communication and self-motivated to engage internal and external stakeholders as well as the ability to influence others.
- Experience working with professional / statutory bodies, council and committees would be an asset. Relevant experience gained in working with Mainland counterparts is preferred but not mandatory.
- Strong problem solving, organization and project management skills.
- Excellent command of written and spoken English and Chinese, and proficiency in Putonghua.
- Ability to work in a fast-paced and collaborative environment.

Applications should be marked "**Confidential**" quoting the reference [**DCC-1**] 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 [talent@hkicpa.org.hk](mailto:talent@hkicpa.org.hk).

*Personal data provided will be used for recruitment purpose only.  
For more information, please visit our website at [www.hkicpa.org.hk](http://www.hkicpa.org.hk).*