



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:

MANAGER / ASSOCIATE MANAGER (CONTENT MARKETING), CORPORATE COMMUNICATIONS
[Ref. M(CM)-M&C]

Role and Responsibilities

- To support the implementation of the Digital Strategic Plan, and is responsible for creating, collating and curating content for marketing purposes, particularly for digital channels.
- To play a key role in revamp of the enterprise website, the maintenance of it, and to ensure coherence across channels.

Qualifications and Required Attributes

- Bachelors Degree in Marketing, Public Relation, Communication, Journalism or related field
- 8+ years of relevant experience in editing/writing skills, with track record of working with business partners to execute content marketing initiatives
- 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 technical and non-technical stakeholders
- Excellent command of spoken and written English and Chinese
- Proficiency in MS Office applications
- Candidates with less experience will be considered as Associate Manager (Content Marketing)

Applications should be marked "**Confidential**" quoting the reference **[M(CM)-M&C]** with full details of education, work experience, present and expected salaries, contact telephone number and earliest available date. 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@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.