



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 professionals to join us for the following position:

## **MANAGER, PUBLIC RELATIONS [Ref. M-PR]**

### **Role and Responsibilities:**

#### Media Relations

- Build, enhance and protect the reputation of the Institute.
- Manage external communications with the news media, handle media enquiries and interview requests, and maintain a professional relationship with editors and journalists.
- Maintain and update a database of media contacts.
- Prepare and distribute media releases, line up interviews, organize media conferences, briefings, and monitor and evaluate media coverage.
- Prepare lines to take and compile briefing books.
- Manage news-related sections of the corporate website, and news-related social media content.
- Support production of special supplements in news media.
- Support thought leadership strategy and leverage for media profile building.

#### Social Media

- Manage social media, including the drafting and posting of messages; optimize the channels to achieve most cost effective ways of message augmentation and audience engagement.
- Monitor social media buzz relevant to HKICPA and propose responses where appropriate.
- Build community network through social media engagement.

#### Community Relations

- Develop and manage the planning and implementation of community service programmes and activities, including but not limited to the Rich Kid Poor Kid Programme, CPA for NGO initiative, etc.
- Act as secretary to the working group of community service programme, prepare meeting papers and minutes.
- Engage with and manage participation of accountant ambassadors (AA) to build and sustain various community services and activities; manage the AA database.
- Manage relationship with NGOs and external partners in community service programmes.
- Manage and quality control vendors in delivery of community service activities.

#### Others

- Project-manage public relations and community service events and activities. Lead, collaborate and coordinate with colleagues for high quality delivery.
- Any other duties assigned by the Director, Corporate Communications from time to time.

**Qualifications and Required Attributes:**

- Degree or above with good command of written and spoken English and Chinese with knowledge of Putonghua
- At least eight years of relevant working experience in public relations and corporate communications
- Proficient in MS Word, Excel, PowerPoint, Chinese word processing, etc.
- Responsible, self-motivated, well-organized and meticulous
- High professional and Integrity
- A team player with positive attitude, good interpersonal and communication skills

Applications should be marked "**Confidential**" quoting the reference **[M-PR]** 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 at [hr@hkicpa.org.hk](mailto:hr@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).*