



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

The Hong Kong Institute of Certified Public Accountants is 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:

ASSOCIATE MANAGER / OFFICER (PUBLIC RELATIONS), CORPORATE COMMUNICATIONS **[Ref. AM/O-PR-CC]**

Role and Responsibilities

- Implement media relations strategies, including drafting key messages, media responses, and press releases in both Chinese and English.
- Produce high-quality Chinese copywriting and vetting for various communication materials of the Institute.
- Prepare presentations, speeches, bylines and other materials for executives and spokesperson.
- Cultivate and maintain strong relationships with media contacts.
- Organize media events and press conferences, managing logistics and ensuring smooth execution.
- Conduct media monitoring and research to identify relevant news and trends, assist in issue management.
- Respond to media inquiries, proactively pitch stories, and explore media collaboration opportunities.

Qualifications and Required Attributes

- Degree or above in Communications, Journalism, Chinese/English Language, or relevant discipline
- At least five years of working experience in the media or public relations or corporate communications related functions, reporter experience is a plus
- Excellent Chinese and English business and speech writing
- Social-political sensitivity on news about the business world
- Good team player, independent and self-motivated
- Critical thinking and proactive
- Agile mind with power of analysis

Applications should be marked "**Confidential**" quoting the reference **[AM/O-PR-CC]** 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, Wan Chai, Hong Kong** or by email to hr@hki CPA.org.hk.

Applicants may visit <https://www.hki CPA.org.hk> for general information about the Institute. The Institute's Personal Information Collection Statement for employment-related data can be found at <https://www.hki CPA.org.hk/en/About-us/Careers/Current-openings>.