



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.

SENIOR MANAGER (BRANDING, DIGITAL & PUBLICATION), CORPORATE COMMUNICATIONS **[Ref: SM-CC]**

Role and Responsibilities

To uphold and enhance the professional image and thought leadership of the HKICPA. The incumbent will lead high-level content strategy, ensure linguistic excellence across all platforms, and drive innovative digital marketing initiatives to engage members and the public, aligning with the Institute's strategic long-range plan.

Publication and Content Management

- Language quality assurance of English communications, including submissions to consultations, marketing collaterals, press materials, website content, and social media posts, etc.
- Content development for speeches, executive presentations, media releases, contribution to media, blogs, A Plus (corporate publication) articles, etc.
- Oversight of translation and coordination of multi-lingual communications
- Oversight of the production of corporate publications including Annual Report, members' communications and magazine, corporate videos and e-newsletters
- End-to-end management of external vendors and service providers for content and production, including magazine publishing, video production, design and other creative services; ensuring quality delivery, cost effectiveness, brand alignment, and adherence to timelines
- Conduct research on economic trends and accounting issues to develop high-impact content, including speeches, executive presentations, and research reports that cement the Institute's thought leadership.

Branding and Digital Marketing

- To help develop the Institute's role in corporate branding and communications, marketing and corporate citizenship, ensure quality and brand and tone consistency
- Develop and execute multi-channel marketing strategies to promote the Institute's missions, utilizing data analytics (web, social, email) to optimize ROI and engagement.
- Lead the evolution of the Institute's social media presence, staying ahead of digital trends to foster meaningful interaction with stakeholders and the younger generation.
- Perform budgetary control and review budgets on all the projects/events within her / his scope of duties
- Handle any ad hoc projects as and when assigned by Associate Director or Director of Corporate Communications

Qualifications and Required Attributes

- The ideal candidate will have a strong background in content development, building brands, driving digital marketing initiatives, and managing a team.
- Degree or above in Communications, Journalism, English, or related disciplines. with strong command of written and spoken English and Chinese, and knowledge of Putonghua

- Minimum of 10 years' relevant experience in public relations and corporate communications, ideally within professional bodies, financial institutions, or statutory/public organizations.
- Possess strategic thinking, creativity, and the ability to execute campaigns that enhance brand recognition and drive business growth.
- Responsible, self-motivated, well-organized, and detail-oriented
- Proactive team player with a positive attitude, strong interpersonal and communication skills
- Resourceful, results-driven, and adaptable to new challenges
- Proficiency in MS Word, Excel, PowerPoint, Chinese word processing, and related applications

Applications should be marked "**Confidential**" quoting the reference **[Ref: SM-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 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.