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

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:

Senior Designer, Corporate Communications

Role and Responsibilities

To serve as the Institute's sole in-house designer and brand guardian, personally conceiving, art-directing and producing high-quality visual communications that translate the Institute's positioning, messages, thought leadership, and diverse membership related activities into compelling and consistent output across print, digital, social and video channels.

- Act as custodian of the Institute's corporate visual identity, ensuring consistent and disciplined application of brand guidelines, typography, colour, imagery and visual tone across all internal and external touchpoints
- Maintain, refresh and enforce brand and design guidelines, templates and asset libraries; advise and coach colleagues across divisions on correct brand application, acting as the Institute's in-house design adviser
- Create scalable template systems to streamline routine departmental requests
- Develop original creative concepts and provide art direction that differentiate the Institute and reinforce its professional image and thought leadership positioning
- Act as the hands-on creator and art director for the Institute's diverse visual outputs—ranging from core brand assets, logos, and marketing collaterals (such as member seminars, corporate events, regulatory updates etc.)
- Transform technical information into structured data visualizations, infographics, and professional publication layouts.
- Maintain the Institute's photo, video and digital asset library, including image licensing, usage rights, file management and version control
- Create basic motion graphics, animated infographics and short-form video edits for corporate videos, event highlights and member/student campaigns
- Familiar with video production, from storyboarding to creative concept, the whole pre and post production video production cycle.
- Brief and manage external design studios, illustrators, photographers, videographers, printers, publishers and other creative service providers, and freelance support engaged to supplement in-house capacity
- Ensure vendor output meets quality standards, brand alignment, cost effectiveness and agreed timelines; approve artwork and production proofs on the Institute's behalf

Qualifications and Required Attributes

- Degree or higher diploma in Design, Visual Communication, Digital Media, Multimedia or related disciplines
- Minimum of 8 years' relevant design experience, preferably including experience as a lead or sole in-house designer, or as a senior/mid-weight designer in a creative agency; experience in professional bodies, financial institutions, statutory/public organisations or in-house brand teams is a strong advantage
- Strong portfolio demonstrating brand identity work, publication/editorial design, integrated channel campaigns, and digital and social creative
- Advanced proficiency in Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro/After Effects) and Canva
- Demonstrated capability in motion graphics and video editing
- Hands-on experience with AI design software and tools to enhance creative workflows and asset generation.
- Strong bilingual typographic sensibility in English and Traditional Chinese (with an acute eye for cross-lingual layout rhythm, font pairing); good command of written and spoken English and Chinese, and knowledge of Putonghua
- Able to work independently with minimal supervision, self-manage multiple concurrent projects and tight deadlines
- Responsible, self-motivated, well-organised and highly detail-oriented, with strong ownership of quality and accuracy
- Proactive team player with a positive attitude, strong interpersonal, communication and stakeholder-management skills, and the ability to present and defend creative rationale to senior management and internal stakeholders
- 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 [SD - CC] with full details of education, professional qualification, work experience, personal portfolio, 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 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.