



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), CORPORATE COMMUNICATIONS [Ref. M-PR/CC]

The Public Relations Manager is responsible for building, enhancing and protecting the goodwill of the Institute. These functions are to be achieved through proactive management of the news media, social media, issue and crisis management. In addition, the Public Relations Manager will add value to the Institute's reputation through community service initiatives.

Media Relations

- Build, enhance and protect the reputation of the Institute. Prepare lines to take, compile briefing notes and mock Q&As.
- 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.
- Manage news-related sections of the corporate website, and news-related social media content.
- Support production of special supplements in news media.
- Support publicity of the Institute's annual budget submission; Best Corporate Governance & ESG awards; and AGM etc.
- Support branding and thought leadership strategy and leverage for media profile building.

Community Relations

- Oversee 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.
- 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 of community service programmes.
- Manage vendors in delivery of quality community service activities.
- Any other duties assigned by the Director, Corporate Communications from time to time.

Qualifications and Required Attributes

- Bachelor degree in Business Administration, Marketing, Public Relations, Journalism or related field
- Minimum eight years of relevant working experience in public relations and corporate communications
- Proficient in MS Word, Excel, PowerPoint, and Chinese word processing
- Responsible, self-motivated, well-organized and meticulous, high professional and Integrity
- A team player with positive attitude, good interpersonal and communication skills
- Excellent command of written and spoken English and Chinese; Putonghua is preferred.

Applications should be marked "**Confidential**" quoting the reference **[M-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 at talent@hkicpa.org.hk.