



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 (CONTENT MARKETING), CORPORATE COMMUNICATIONS

[Ref: AM(CM)-CCD]

Role and Responsibilities

- Responsible for creating, collating and curating content for marketing purposes, particularly for digital channels.
- Daily operation and management of social media platforms, including content planning, creating daily engaging posts and preparing visual and videos that supports the business and branding objectives.
- Monitor social media interactions, respond to enquiries and comments.
- Plan and execute online advertising campaigns and targeting through channels such as SEM, Facebook, Instagram, Google and YouTube, etc.
- To support the continuing development and daily operations of the corporate website and event mobile app, and to ensure coherence across channels.

Qualifications and Required Attributes

- Bachelor Degree in Marketing, Public Relation, Communication, Journalism or related field
- At least 5 years of relevant experience in editing/writing skills, with track record of working with business partners to create online content with digital creative media, such as videos, photos, graphics and text
- Candidate with agency background is preferred
- Passionate about new technologies / digital marketing platforms and have the agility to embrace changes
- Detail-oriented with strong problem-solving skills
- Proactive with good team spirit and a can-do attitude
- Excellent project management and communication skills; ability to interact well with a diverse group of technical and non-technical stakeholders
- Excellent command of spoken and written English and Chinese
- Proficiency in MS Office applications, graphic design platforms (e.g. Canva), and social media management platforms
- Understanding in digital marketing - Facebook Ad Manager, Google Ad Manager and SEO
- Candidates with less experience will be considered for the position of Officer

Applications should be marked "Confidential" quoting the reference [AM(CC)-CCD] 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@hkipa.org.hk.

*Personal data provided will be used for recruitment purpose only.
For more information, please visit our website at www.hkipa.org.hk.*