



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:

ASSOCIATE DIRECTOR, CORPORATE COMMUNICATIONS [Ref. AD-MPR]

Role and Responsibilities:

- Oversee the Institute's branding and media initiatives
- Manage media relations and oversee the coordination of media activities to promote the Institute's profile and CPA brand and image
- Manage and plan the Institute's community service programmes and activities
- Act as secretary to the Branding and Communications Advisory Panel including the preparation of meeting papers and minutes
- Implement action points discussed at the Branding and Communication Advisory Panel meeting
- Oversee corporate website updates and formulate digital marketing strategy
- In charge of the HKICPA branded merchandises including its sourcing and marketing and corporate sponsorship
- Oversee the production of corporate publications including Annual Report, members' magazine and e-newsletters
- 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 Director of Corporate Communications

Qualifications and Required Attributes:

- Degree or above with good command of written and spoken English and Chinese with knowledge of Putonghua
- At least ten years of relevant working experience in public relations and corporate communications
- Proficient in MS Word, Excel, PowerPoint, Chinese word processing, etc.
- Responsible, self-motivated, well-organized and meticulous
- Proactive, a team player with positive attitude, good interpersonal and communication skills
- Resourceful and drive for results
- Creative and innovative to handle new challenges

Applications should be marked "**Confidential**" quoting the reference **[AD-MPR]** 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, Wanchai, Hong Kong** or by email at 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.