



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:

MANAGER (MAINLAND CHINA DEVELOPMENT), CORPORATE COMMUNICATIONS
[Ref. M (MCD)-CC]

Role and Responsibilities:

- Developing marketing and communication strategy and implementation plan targeting the Mainland market aligned with the institute's strategic direction.
- Overseeing and managing all existing digital channels, including social media, the corporate website, paid search engines, and content marketing platforms, to facilitate effective communications and increase brand awareness.
- Planning and implementing promotional activities (including but not limited to annual flagship events, CPD seminars and webinars, field visits, and networking sessions) designed to assist HKICPA members in exploring the Mainland market.
- Supporting and working with Mainland branch offices to organize all Qualification Programme (QP)-related marketing activities and follow-up enquiries and leads.
- Assisting Head of Mainland China Development in managing the Greater Bay Area (GBA) committee and implementing its initiatives designed to help members explore opportunities in the GBA.
- Liaising with the Institute's GBA counterparts to provide research support and inputs for the Institute's policy advocacy in the GBA to increase voice and exposure.
- Coordinating and preparing internal and external reports, progress updates, and memos related to the Mainland China development initiatives.
- Managing departmental budgets and liaising with internal departments, branch offices and service providers to ensure smooth execution of promotional activities.
- Taking up ad hoc tasks as assigned by the supervisors.

Qualifications and Required Attributes:

- University graduate with a minimum of 8 years' experience in marketing, corporate communications, and/or business development
- Knowledge of professional services industry and professional accounting qualification providers will be an advantage
- Digital savvy, familiar with social and digital media marketing and MS Office
- Strong communication, interpersonal, presentation and organization skills with experience in collaborating with internal and external stakeholder
- Good command of English and Chinese (both Cantonese and Putonghua)
- Self-motivated and able to work independently

Applications should be marked "**Confidential**" quoting the reference **[Ref. M(MCD)-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, Wanchai, Hong Kong** or by email to hr@hkicpa.org.hk