



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

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 DIRECTOR, CORPORATE COMMUNICATIONS [Ref: AD-CC]

This role is integral to the Corporate Communications Department's strategy to enhance the brand positioning and communications of HKICPA through branding initiatives development, member communications and engagement, media relations, digital marketing, thought leadership content development.

Roles and Responsibilities

Branding and digital marketing

- Initiate and implement corporate branding initiatives and publicity campaigns to promote the Institute's initiatives and achievements through multiple communications channels
- Oversee the Institute's digital marketing strategy and online publicity
- Work with different teams to formulate story angles, develop key messages and talking points for corporate events, visits and meetings to ensure effective delivery of corporate positioning and messages
- Manage corporate sponsorships and member support

Media relations and stakeholder engagement

- Be the gatekeeper of corporate PR messages
- Manage media relations and oversee the coordination of media activities to promote the Institute's profile and CPA brand
- Oversee the planning and execution of the Institute's corporate events, CSR and student engagement programmes

Publication and content development for corporate materials

- Oversee the production of Annual Report, A Plus magazine, reports and newsletters, video materials, AGM booklet, member surveys, website content, standalone emails, etc.
- Oversee editorial works and inter-department communications
- Perform budgetary control and review budgets on all the corporate projects/events
- Handle any ad hoc projects as and when assigned by Director of Corporate Communications

Qualifications and Required Attributes:

- A Bachelor's Degree or above in public relations, communications, journalism or related disciplines / qualifications
- At least 8 years of relevant working experience in corporate communications or public relations in large corporations, preferably with at least 5 years at managerial or senior level
- Experience in devising strategies in managing multiple communications platforms

- Sound knowledge about the professional services and current affairs in Hong Kong
- Solid experience in media, KOL and influencer engagement
- Strong media network and ability to engage stakeholders
- Excellent written (in both English and Chinese) and verbal communication skills
- Ability to work independently as well as collaboratively for teamwork

Applications should be marked "**Confidential**" quoting the reference **[AD-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 to 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.*