



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 candidates to join us for the following position:

MANAGER (MAINLAND CHINA DEVELOPMENT), MARKETING AND COMMUNICATIONS

(Ref. M-M&C)

We are looking for a dynamic, driven and focused individual to join our Marketing and Communications Department to fill the position of Manager, Mainland China Development. Reporting to Head of Mainland China Development (HMCD), the Manager, Mainland China Development, will be responsible for planning and delivering promotion and brand building activities to enhance HKICPA's reputation and presence in Mainland China.

Role and Responsibilities

- To assist HMCD in implementing the work plan for business development, marketing and PR in Mainland China
- To achieve the shared student recruitment target for HKICPA's Qualification Programme and other programmes on the Mainland
- To enhance brand awareness through various media, events and other suitable channels that target Mainland audiences
- To support Mainland China Development Team members based on the Mainland (Beijing, Guangzhou and Zhuhai) in the delivery of work plan for business development, marketing and PR; This includes assisting HMCD in the communications of Hong Kong Head Office's directions to Mainland colleagues, collecting and reporting back information from Mainland colleagues such as market intelligence, feedback and suggestions, and supporting them in their ground work with universities, employers, media and other stakeholders
- To work with colleagues concerned in the Marketing and Communications Dept to ensure effective support expected of them in the delivery of business development, marketing and PR strategies; This includes the development of Chinese website, WeChat account and marketing collaterals
- To monitor the budget for business development and brand building activities.

Line-management Responsibilities:

Manager, Mainland China Development is supported by Administrator, Mainland China Development shared by the other two members of the Mainland China Development Team.

Qualifications and Required Attributes

Essential:

- University degree
- Relevant work experience of minimum five years including team management experience of minimum three years
- Knowledge of Mainland China and experience of working with Mainland China colleagues and customers
- Successful track record in business development and brand building
- Excellent command of English and Cantonese, and high proficiency of Mandarin (e.g., effectively conduct meetings in Mandarin)
- Excellent communication skills
- Excellent skills to work in a team where effective coordination and influence are required.

Desirable:

- Relevant experience in the professional services sector or education/training sector
- Work experience in Mainland China

Applications should be marked “**Confidential**” quoting the reference **(M-M&C)** with full details of education, work experience, present and expected salaries, contact telephone number and earliest available date. 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 hr@hki CPA.org.hk.

Personal data provided will be used for recruitment purpose only.

For more information, please visit our website at www.hki CPA.org.hk.