



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:

HEAD OF CORPORATE COMMUNICATIONS AND MEMBER SERVICES (Ref. HCCMS-M&C)

The Head of Corporate Communications and Member Services supports the Director, Marketing and Communications in the development and implementation of the Institute's communication strategies to promote the Institute's branding; and the oversight of the planning and organization of major corporate events, and sports and recreational activities.

Role and Responsibilities

- Develop and implement the Institute's integrated strategies on corporate communications - media relations, social media, thought leadership, publications, corporate social responsibility and charity.
- Respond to media queries, identify opportunities for media interest and keep the management informed of opportunities to advance the reputation and standing of the Institute, as well as emerging issues that could be a threat and formulate the corresponding communication strategy.
- Develop core messages and content to create engagement through online channels and social media, including website, Facebook, LinkedIn and WeChat.
- Promote the Institute as a globally recognized top-tier accounting body by actively participating production of white papers and comment letters.
- Oversee the quality and production of the Institute's publications including the monthly magazine, annual report, brochures, publicity materials and promotional publications.
- Develop CSR and charity strategies, oversee the initiatives such as "Rich Kid, Poor Kid" and "CPA for NGO", build relationships with NGOs, and manage the administration of the Institute's Trust Fund and Charitable Fund.
- Take ownership of all corporate events and liaise with external vendors, service providers, stakeholders and professional organizations on collaborative projects. Review budgets and perform budgetary control on all the corporate events and projects.
- Manage membership services and benefits and supervise the handling of incoming mails and enquiries relating to member services and corporate events.
- In charge of all Sports and Recreation Club (SRC) and the interest groups, and oversee all activities under the SRC and the Recreation and Sports Club for Hong Kong Professional Bodies.
- Lead and organize the logistics for the Council meetings, Annual General Meeting and Council election. Provide on-site support in the related meetings.

Qualifications and Required Attributes

- Relevant tertiary qualification with at least 10 years of corporate communications / public relations in sizeable organizations.
- Outstanding leadership and team building / management skills; strong interpersonal and communication skills to engage external and internal stakeholders as well as the ability to influence others.
- Strong problem solving, organization and presentation skills.
- Excellent command of written and spoken English and Chinese, and fluent Putonghua.
- Ability to work in a fast-paced and collaborative environment.

Applications should be marked “**Confidential**” quoting the reference (**HCCMS-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 to talent@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.