



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.

MANAGER (CHINESE MAINLAND BUSINESS DEVELOPMENT), CORPORATE COMMUNICATIONS **[Ref: M(CMBD)-CC]**

Roles and Responsibilities

- Develop and implement business development strategies for Shanghai and neighbouring regions, ensuring alignment with the Institute's overall Chinese Mainland strategic direction.
- Cultivate and sustain strong relationships with key regulators, counterpart organisations, and stakeholders within the assigned territories, including rebuilding and strengthening connections in Shanghai.
- Lead member engagement initiatives by organising CPD programmes, networking events, and member activities; respond promptly and effectively to member enquiries; and foster a strong sense of belonging among members.
- Manage the university partnership network across Shanghai and Zhejiang, while driving further expansion under the New Partnership Scheme (NPS).
- Promote the Qualification Programme (QP) to diverse audiences—including students, CICPA members, CPA firms, and the public—and achieve assigned outreach targets.
- Prepare and coordinate internal and external reports, providing regular updates on development initiatives within the responsible areas.
- Handle ad hoc duties as assigned by supervisors to support overall organisational objectives.

Qualifications and Required Attributes

- University graduate with at least 8 years of solid experience in business development, marketing, and stakeholder management.
- Excellent communication, interpersonal, presentation, and organisational skill.
- Self-motivated, independent, responsible, and detail-oriented.
- Creative thinker with the ability to approach challenges innovatively.
- Strong command of both English and Chinese.

Applications should be marked "**Confidential**" quoting the reference **[Ref: M(CMBD)-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 hr@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.*