



The Insurance Authority (IA) is the independent statutory body whose principal function is to regulate and supervise the Hong Kong insurance industry to promote its stable development and to protect existing and potential policy holders.

We are looking for talents who share the same vision to join us!

IA now invites applications for the following position:

### **Assistant External Relations Manager – Corporate Communications**

#### **Key Responsibilities**

- Support the Section Head and the Manager to implement external communication programmes to promote the role of IA and strengthen public engagement
- Draft articles, press releases, lines-to-take, replies to media and public enquiries
- Monitor news coverage and public sentiments in relation to IA's work and the insurance industry on both traditional and social media, and provide summaries and analysis if need be
- Develop content for the IA's social media platforms, such as LinkedIn for target audience
- Provide editorial support for corporate communication materials such as annual reports, and manage content for the corporate website
- Organize corporate events, media and publicity activities
- Produce publicity and multi-media materials
- Assist in promoting relationships with external stakeholders, such as government departments, industry bodies and the media
- Handle ad-hoc projects as assigned by the Section Head

#### **Key Entry Requirements**

- A Bachelor's degree in communications, journalism, language or related disciplines
- At least 5 years' relevant experience in corporate communications, public relations and/or media work
- Strong Chinese and English writing skills, and proficiency in Putonghua is preferred
- Media savvy and sensitive to potential public relations pitfalls
- Experience in managing corporate social media platforms and knowledge in the financial services industry would be an advantage
- Proactive, innovative, multi-tasking and able to deliver quality output within tight deadlines
- Strong interpersonal, presentation and analytical skills

#### **Remuneration Package**

A competitive remuneration package commensurate with the successful candidate's experience and qualifications will be offered.

#### **Application**

Review of the applications will start as soon as possible and continue until the post is filled. Interested applicants may send a letter of application quoting the reference number in the heading, together with a full resume stating current and expected salaries by clicking "[Apply Now](#)".

*The Insurance Authority is an equal opportunities employer. Applicants not invited for an interview within 2 months from the closing date may assume their applications unsuccessful. Applications may be considered for other suitable positions within IA. All applications will be handled in strict confidence and the information collected will only be used for recruitment purposes. All information on non-shortlisted applicants will be destroyed after 6 months from the close of application.*

