

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 – Publicity and Public Education

Key Responsibilities

- Assist the Section Head and the Manager in implementing strategies and programmes for a wide range of publicity and public educational campaigns via both offline and online platforms
- Assist in organizing sizeable corporate events, conferences, seminars, and other publicity and public education activities
- Manage the IA’s social media channels to promote IA and enhance public understanding of the insurance industry and its products
- Develop content for and follow through the production of marketing collaterals and multi-media publicity materials
- Handle procurement work and co-ordinate with various vendors for outsourced services
- Prepare reports to evaluate the effectiveness of the IA’s public education initiatives
- Perform other duties as assigned

Requirements

- A recognized university degree in public relations, marketing, communications or related disciplines
- At least 5 years’ relevant experience in corporate communications, publicity or marketing gained in large corporations
- Proven track record in organizing large-scale events (both physical and virtual) and campaigns is preferred
- Hands-on experience in handling and managing corporate social media channels, such as Facebook, LinkedIn and YouTube, will be an advantage
- Good understanding of insurance or financial industry is a plus
- Good command of written and spoken English and Chinese, and proficiency in Putonghua
- Creative, self-motivated, organized and presentable
- Strong interpersonal and communication skills; an excellent team player with multi-tasking skills and able to work under pressure

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, 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 applications.

