

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:

Head, Market Development & External Promotion

Reporting to the Chief Executive Officer, the incumbent will lead a unit comprising two teams to take charge of corporate communication, market development and public education. Specifically, he/she will be responsible for the following:

Key Responsibilities

- Formulate and implement effective measures to promote the image of Hong Kong and strengthen its global competitiveness
- Engage with stakeholders on how to nurture the strengths of Hong Kong as a sophisticated insurance hub
- Devise a corporate communication strategy with the advice of external consultant
- Coordinate publicity events, cultivate relationship with and prepare responses to the media
- Design education campaigns to enhance the insurance literacy of policy holders

Requirements

- Bachelor's degree in accounting and finance, marketing, communication, business studies, economics, insurance or other related fields
- At least 15 years of working experience in the public sector or the financial services industry will be preferred
- Proven abilities in strategic planning, stakeholder engagement, marketing, promotion and project management
- An analytical, innovative and liberal mind
- In-depth knowledge of the insurance industry and ability to communicate in Putonghua are advantages

Remuneration Package

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

Application

Review of the applications received will start as soon as possible and continue until **4 November 2025**, or when 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](#)".

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.

