**2nd Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme**

**Program 2015**

**(Application form - *For Company Applicants*)**

**Notes for Company Applicants**

1. Interested companies should read the “Guideline for Company Applicants” for details on eligibility and application procedures before completing this application form.
2. The 2nd Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (“The Scheme”) is designed to encourage digital advertising companies to employ and train graduates who aspire to develop their career in the industry.
3. The provision of complete and accurate information in support of your application is necessary. Failure to provide any of the data as requested may affect the processing and outcome of your application.
4. The vetting committee will consider your application in accordance with the relevancy of your company’s business nature and track record, as well as the effectiveness of the training program to be provided by your company to graduate employee(s). Successful application will be notified individually by the organizer.
5. Applying companies should comply with **Hong Kong Personal Data (Privacy) Ordinance** and ensure that all personal information of graduate applicants received from the organizer or accessed by successful applicant company from the Scheme website will be strictly used for employee recruitment purpose. If your company’s application is successful, your company agrees to publicize your company’s information (including company name, company profile and contact information) and details of the job(s) to be offered to the graduate applicantson the Scheme website.
6. The organizer will ensure a fair and impartial selection of company applicants, and reserves the right to accept or reject any application.
7. The vetting result is subject to the final decision of the organizer.

**Section 1 Company Information**

|  |  |  |
| --- | --- | --- |
| Company Name: | (English) |       |
|  | (Chinese) |       |
| Contact Person:  |  |       |
| Contact No.: |  |       |
| Email: |  |       |
| Company Website:  |  |       |
| Company Address:  |  |       |
| Business Registration Number: |  |       |
| Date of establishment: |  |       |
| Number of full time staff: |  |       |
| Type(s) of digital advertising service(s) provided: |  |       |
| Digital advertising projects or clientele: |  |       |
|  |  |  |

**Section 2**

* 1. **Please state the number of graduate(s) you would like to employ under the Scheme by “” the appropriate box.**

 ***Note: Each applying company can apply for a maximum of 2 places for graduate employee(s) under the Scheme in each program year.* *The total number of subsidized graduate(s) for each successful applicant company under the Scheme should not exceed 3 concurrently.***

 **[ ]**  1 **[ ]** 2

* 1. **Please state the job nature of the position(s) to be offered by your company to the applying graduate employee(s), and its/their job requirement(s).**

 ***(Below for reference are some job natures that are generally available in digital advertising industry and of which the registered graduates have indicated their interest in their CVs. Provision of this information will facilitate your selection of right candidate. Your company may offer jobs in any of these job functions. Nevertheless, other job functions are also welcome. )***

**Job Nature**

 ***1. Account Management and Servicing***

 ***2. Creative***

 ***2.1 Design and Copywriting***

 ***2.2 Content Production (Online TVC, Viral Video, Social Media Fan Page Management)***

 ***3. Media Planning, Strategy and Buying***

 ***4. New Media Marketing***

 ***4.1 Search Engine Marketing 4.2 Social Media Marketing***

 ***4.3 Mobile Marketing***

 ***5. Programming (for web, mobile or social media)***

 ***6. Others (please specify)***

**For company applicant with two job offers, please note that if only ONE quota can be allocated, the job indicated as 1st priority will be automatically selected unless there is request from company applicant to change the 2nd priority as job offer later.**

***<1st Priority>***

|  |  |  |
| --- | --- | --- |
| Job Title: |       |  |
| Job Nature: |       | *(Remarks : with reference to section 2.2)* |
| Description: |       |
| Requirement: |       |
| Salary offered: | HKD |       | per month |

***<2nd Priority>***

|  |  |  |
| --- | --- | --- |
| Job Title: |       |  |
| Job Nature: |       | *(Remarks : with reference to section 2.2)* |
| Description: |       |
| Requirement: |       |
| Salary offered: | HKD |       | per month |

**Section 3**

**Please use the space below to outline the one-year training plan (such as type of training offered, work tasks or potential project involves, etc.) for the position(s) to be offered by your company under the Scheme.**

***(If you choose “2” for section 2.1, i.e. offer up to 2 training places, please provide separate training plan for each position.)***

*Example for reference only*

|  |
| --- |
| **Training and learning objective of whole program year** |
| To train the fresh graduate to become an independent copy writer for social media campaign. |
| **Project Period** | **Training Details** |
| Quarter 1 | * Training on copywriting and creative writing skills
* Account servicing for marketing company
 |

***<Position 1>***

|  |
| --- |
| **Training and learning objectives of whole program year** |
|       |
| **Project Period** | **Training Details** |
| Quarter 1 | *
*
 |
| Quarter 2 | *
*
 |
| Quarter 3 | *
*
 |
| Quarter 4 | *
*
 |

***<Position 2>***

|  |
| --- |
| **Training and learning objectives of whole program year** |
|       |
| **Project Period** | **Training Details** |
| Quarter 1 | *
*
 |
| Quarter 2 | *
*
 |
| Quarter 3 | *
*
 |
| Quarter 4 | *
*
 |

**Declaration**

I/We,       , declare the information provided in this application form is true and correct, and understand that the application result is subject to the final decision of the organizer.

**Date**       **Authorized Signature of company with company chop (if applicable)**

**Name**

 **Position**

**Notes**

The company applicant must submit below mentioned documents to sherylwong@hkpc.org by **5pm 14 Apr 2015** to complete the application.

1. A scan copy of the completed application form with authorized signature and company chop
2. A soft copy of the completed application form in Word format
3. A soft copy of Business Registration Certificate

*Disclaimer:*

*The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communication and Technology Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.*