

Factsheet for Graduate Applicants

2nd Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme

Background

In the past few years, digital advertising has been developing at a rapid pace that it is more and more widely adopted by business users. As digital advertising requires a wide range of skills, it is challenging for digital advertising companies to find the right person to conduct a digital advertising campaign and recruit new blood for the industry. On the other hand, it is difficult for fresh graduates to find a job position in the industry since they normally lack the relevant industry experience which is preferred by many digital advertising companies.

With the funding support from the CreateSmart Initiative (“CSI”) of Create Hong Kong office (“CreateHK”) of the Government of the Hong Kong Special Administrative Region, the Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (“The Scheme”) is organized again this year to encourage digital advertising companies to employ and train fresh graduates from related disciplines, with a view that more new blood could enter the industry which will in turn help foster the development of the industry by nurturing more well-equipped digital advertising talents.

Objectives

- ◆ To encourage digital advertising companies to employ and train fresh graduates who aspire to develop their career in the industry; and
- ◆ To foster development of the digital advertising industry by nurturing more well-equipped digital advertising talents.

Eligibility

The graduate applicant should be:

- ◆ Permanent resident of Hong Kong;
- ◆ Graduates of full-time program from local or overseas universities and tertiary institutes in the 2013, 2014 or 2015 academic year;
- ◆ Major in disciplines that are related to digital advertising, including business, design, multimedia, marketing, PR and advertising, communications, web-programming, digital advertising, and creative media, etc.; and
- ◆ With no full time working experience in the digital advertising industry/ advertising industry prior to application.

Other Requirements

1. Graduate employees under the Scheme are required to submit a brief report every half year during the one-year employment period documenting their learning experience and jobs being assigned; and
2. In case graduate employees render their resignation or the employment is terminated by the employing company before completion of the one-year employment period, the terminating party is required to provide reason(s) for the termination in writing to HKAIM within 1 month from the date of the termination.

Scheme Outline

The Scheme is designed to provide a platform to facilitate graduates to start a career in the digital advertising industry. Up to 35 graduates will be subsidized each year during the project period to work and be trained in the participating digital advertising companies under the Scheme. With the help of the key activities below, graduate employees are expected to understand the industry and have a higher chance to develop a career in the digital advertising industry. These activities include:

1. On-the-job training with salary by employing companies
Graduate employees under the Scheme will be provided with a 12-month on-the-job full-time training by their employing companies to help them start developing a career in the digital advertising industry. During the training period, the employing company will allocate manpower and resources to train the graduate employees, including training on job-related skills and knowledge; guidance throughout each assigned job by dedicated supervisor; etc.. The training is aimed to help foster graduate employees to further develop in the digital advertising industry. Each graduate employee will also receive a monthly salary from the employing company, of which \$4,000 will be subsidized by CreateHK. The subsidy will constitute not more than 50% of the graduate employee's monthly salary, while the remaining will be contributed by the employing company.
2. Online Platform
An online platform at the Scheme's website is specially designed for registered graduates to upload their CVs and e-portfolios of digital creative works for applying for the positions offered by potential employers. All job applications under the Scheme shall be completed via the online platform. Graduate applicants may submit their applications for any jobs that they are interested in through the online platform, while potential employers could also access the same online platform actively to search for any suitable candidates who could meet their requirements. This could increase the chance for graduates to be matched with ideal employers in digital advertising industry.

3. Career Talks

Career talks will be organized for senior management of digital advertising companies to share their insights on industry trends and career prospects with graduates.

4. CEO/Master Talks

CEO/Master Talks will be organized for graduate employees as a continuous training to update them on the latest development, working skills and best practices for working professionals in the digital advertising industry.

5. Portfolio Presentation event

Portfolio presentation event will be organized to provide a platform for graduate applicants to present and showcase their digital creative works to potential employers.

6. Open House Event

Open house event will be organized for graduates who aspire to develop a career in the digital advertising industry to visit companies participating in the Scheme for first-hand experience of the actual working environment and daily operation of digital advertising companies.

Application Procedures

- ◆ Eligible graduates may register at the Scheme website (<http://gss2.hkdai.hk>) and submit their CVs and e-portfolios to the online platform for consideration by interested digital advertising companies.
- ◆ Available jobs and related information will be posted on the Scheme website from time to time, and email alerts will be sent to registered graduates whenever new jobs are posted.
- ◆ Registered graduates with user password can apply for interested jobs directly through the Scheme website once the jobs are posted.
- ◆ Shortlisted graduates may be invited for job interview (if any), and recruitment notices will be sent directly by employing companies to selected graduates.

Disclaimer:

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