

Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme

(Application form - For employer)

Notes for Companies

1. Company should read and understand the “Factsheet for Companies” as shown in the Scheme website for details on eligibility and application procedures before completing this application form.
2. 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. A vetting committee will be set up to approve application in accordance with the relevance of the company’s business nature and its track record, as well as the effectiveness of the training programme to be provided to graduate employee(s). Successful application will be notified individually.
5. Company should comply with **Hong Kong Personal Data (Privacy) Ordinance** and ensure all personal information of graduate applicants received from organizer or accessed from the Scheme website will be strictly used for employee recruitment purpose. If application is successful, company agrees to publicize its company information (including company name, company profile, job details and contact information) on the Scheme website.
6. The organizer will ensure a fair and impartial selection of applicants, and reserves the right to accept or reject any application.
7. Completed application should be sent to admin@hk dai.hk by 28 March, 2013.
8. The vetting result is pending for CreateSmart Initiative of Create Hong Kong’s approval.

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 of digital advertising
 service provided: _____

Digital advertising projects
 or clientele: _____



Section 2

2.1 Please state the number of graduate you would like to employ by “✓” the appropriate box.

Note: Company could apply for a maximum of 2 training places of graduate employee(s).

1 2

2.2 Please state the job nature of the position(s) to be offered by your company in the digital advertising industry to the applying graduate employee(s), and its/their job requirement(s).

(Below for reference are some job functions 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 Functions

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)

<Position 1>



Job Title: _____

Job Functions: _____

Requirement: _____

Salary offered: HKD _____ per month

<Position 2>

Job Title: _____

Job Functions: _____

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	<ul style="list-style-type: none"> ◆ 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	<ul style="list-style-type: none"> ◆ ◆
Quarter 2	<ul style="list-style-type: none"> ◆ ◆
Quarter 3	<ul style="list-style-type: none"> ◆ ◆
Quarter 4	<ul style="list-style-type: none"> ◆ ◆

<Position 2>

Training and learning objectives of whole program year	
Project Period	Training Details
Quarter 1	<ul style="list-style-type: none"> ◆ ◆
Quarter 2	<ul style="list-style-type: none"> ◆ ◆
Quarter 3	<ul style="list-style-type: none"> ◆ ◆
Quarter 4	<ul style="list-style-type: none"> ◆ ◆



Declaration

We, _____, declare the information provided is true and correct and understand that the application result is subject to the final decision of the vetting committee.

Date

Signature with company chop (if applicable)

Name

Position