

Factsheet for Employers

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, the Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (“The Scheme”) is launched to encourage digital advertising companies to employ and train graduates from related disciplines, with a view that more new blood could enter the industry which in turn help foster the development of the advertising industry with more digital advertising talents.

Organizer

Hong Kong Association of Interactive Marketing Limited (HKAIM)

Implementation Agent

Hong Kong Productivity Council

Leading Sponsor

Create Hong Kong

Supporting Media

CGVisual

Classified Post

CMRS

Radica Systems Limited

Sina.com.hk

Smartjob.com

TechNow

Yahoo! Hong Kong



Supporting Organisation and Institute

The Association of Accredited Advertising Agencies of Hong Kong

City University of Hong Kong, Department of Information Systems

City University of Hong Kong, Department of Marketing

City University of Hong Kong, School of Creative Media

Hong Kong Baptist University, School of Communication

Hong Kong Baptist University, Academy of Film

Hong Kong Institute of Vocational Education, Multimedia and Internet Technology

Hong Kong Design Institute, Department of Communication Design and Digital Media

Hong Kong Shue Yan University, Department of Business Administration

Hong Kong Shue Yan University, Department of Journalism and Communication

The Chinese University of Hong Kong, Journalism and Communication

The Hong Kong Polytechnic University, School of Design

The University of Hong Kong, Centre of Development and Resources for Students – Career and Placement

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 digital advertising talents.

Scheme Outline

The Scheme aims to match up digital advertising companies with graduates from the related disciplines for full-time employment of 12 months. During the employment period, the companies will provide the graduates with on-the-job training.

With CSI funding support, a monthly subsidy of HK\$4,000 per graduate will be provided to the employing company to support the salary of the graduate employee. Up to 40 graduate employees will be subsidized in the second year of the Scheme (pending for CSI's approval).

The Scheme offers an online CV and e-portfolio platform of each applying graduate for recruitment purpose. Career talks, CEO/Master talks, and a portfolio presentation night will also be organized to help employing companies recruit graduate employees.



Application Procedure

- ◆ Digital advertising companies will receive application forms from HKAIM or may download the form directly from the Scheme website (<http://gss.hkdai.hk>)
- ◆ A Vetting Committee will review the application based on the relevance of business nature and track record of the applying company, as well as the effectiveness of the training programme to be provided to the graduate employee(s) under the Scheme as outlined in the application form.
- ◆ Successful companies will be notified of the application result and will be provided with a user password to access the online platform at the Scheme website for posting their job positions that are available under the Scheme and to review the applying graduates' CV and e-portfolio.
- ◆ If pre-employment interview with applying graduate is needed, it should be arranged by the employing companies with the applying graduates directly.
- ◆ Employing companies should inform HKAIM within two weeks after they have successfully employed the applying graduate(s) for HKAIM to arrange release of subsidy after the graduate employee(s) reported duty.

Eligibility

To be eligible for the Scheme, a company:

- ◆ should be a local business holding valid business registration certificate;
- ◆ should have substantial business connection and ongoing development in Hong Kong;
- ◆ should have business focus in providing services in proposing or implementing digital advertising or marketing plans for clients;
- ◆ should provide a 12 months on-the-job training to the graduate employee(s) under the Scheme; and
- ◆ should comply with the Statutory Minimum Wage and offer a competitive market rate when employing the graduate.

Other Requirements

1. The monthly subsidy of HK\$4,000 from the CSI should not constitute more than 50% of the monthly basic salary of each graduate employee under the Scheme;
2. Companies could apply for a maximum of 2 places of graduate employee under the Scheme.
3. Appraisal reviews should be conducted with the graduates every half year and the reports should be submitted to HKAIM at admin@hkdai.hk.
4. In case of termination of employment, reasons for the termination should be provided to HKAIM in writing within 1 month after the employment is terminated; and
5. Companies 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.

Application Deadline

Completed application form must be submitted to HKAIM before 28 March, 2013.

Important dates to note:

Open for application for employing companies	28 Jan 2013
Application deadline for employing companies	28 Mar 2013
Application reviewed by the vetting committee and announcement of application result	28 Mar 2013 – 30 Apr 2013

Disclaimer:

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