



Hong Kong Association
of Interactive Marketing
香港互動市場商會

Factsheet for Graduate Employees

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. Apart from assisting graduates to enter the industry, the Scheme also offers them a series of supportive training so as to help them adapt and grow steadily in the industry.

Organizer

Hong Kong Association of Interactive Marketing Limited

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

(Updated as of 4/3/2013)



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.

Eligibility

The eligible applicant for graduate employee should be:

- ◆ Permanent resident of Hong Kong;
- ◆ Graduates of first full-time programmes from local or overseas universities and tertiary institutes in the 2011, 2012, or 2013 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. Graduates employed under the Scheme should submit a brief report every half year documenting their learning experience and jobs assigned during the period; and
2. In case of termination of employment, graduate employees should provide reasons for

resignation in writing to HKAIM within 1 month.

Scheme Outline

The Scheme is designed to provide a platform to facilitate graduates to start a career in the digital advertising industry. Up to 40 graduates will be subsidized to work and be trained in the participating companies in the second year of the Scheme (pending to CSI's approval). With the help of the key activities below, graduates are expected to understand more about the industry and have a higher chance to find their first jobs in the digital advertising industry. These activities include:

1. On-the-job training by Employing Companies

Graduate employees under the Scheme will be provided with a 12 months 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, each graduate employee will receive a monthly salary from the employing company, in which \$4,000 will be subsidized by CSI. 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 website is specially designed for registered graduates to upload their CVs and e-portfolios of digital creative works, and to apply positions offered by potential employers. Employing companies may access the online platform through the Scheme website to review the applicants' details and select suitable candidates.

3. Career Talks

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

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 Night

Portfolio presentation night will be organized to provide a platform for applying graduates to present and showcase their digital creative works to potential employers.



Application Procedures

- ◆ Eligible graduates may register at the Scheme website (<http://gss.hkdai.hk>) and submit their CVs and e-portfolios to the online platform for access 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 after the jobs are posted
- ◆ Employing companies may access the applying graduates' CVs and e-portfolio on the online platform to select suitable candidates, whom will receive job interview (if any) and recruitment notices directly from the employing companies.

Want to know more about digital advertising industry?

For graduates interested in understanding more about Hong Kong's digital advertising industry, they may visit the iDimSum launched by the Hong Kong Association of Interactive Marketing Limited at <http://www.idimsum.hk>. Graduates are recommended to read the [showcase section](#) of the top digital advertising campaigns and the [e-book of success cases](#) of digital advertising campaigns to familiarize themselves with the industry.

Disclaimer:

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