**3rd Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme**

**Program 2017**

**(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 3rd Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (the “Support Scheme”) is designed to encourage digital advertising companies to employ and train graduates from the related disciplines who aspire to develop their career in the industry by providing monthly subsidy to support the graduates’ salary.
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 to the objectives of the Support Scheme, as well as the effectiveness of the training program to be provided by your company to your graduate employee(s). Successful application will be notified individually by the organizer.
5. Company applicants 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 company applicants from the Support Scheme website will be strictly used for employee recruitment purpose. Upon acceptance of your company’s application by the organizer, 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 Support Scheme website.
6. The organizer will ensure a fair and impartial selection of the company applicants, and reserves the right to accept or reject any applications.
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 Support Scheme by “” the appropriate box.**

***Note: Each company applicant can apply for a maximum of 2 training places for graduate employee(s) under the Support Scheme in each program year.* *The total number of subsidized graduate(s) for each successful company applicant under the Support Scheme should not exceed 3 at any time in which the 3 quotas shall include graduate(s) employed under previous program year (program year 2016) that are still yet to complete their 12-month placement.***

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

***(Below for reference are some job natures that are generally available in the 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 the 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 more than one job offers as training places, please note that if only ONE quota can be allocated to your company, the job indicated as the 1st priority below will be automatically selected unless the company applicant concerned requests to change the job being offered to the graduate employee to the one indicated as the 2nd priority below.**

***<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 involved, etc.) for the job(s) to be offered by your company as training places under the Support Scheme.**

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

*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 rachelchan@hkpc.org by **5pm, 21 April 2017** to complete the application.

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

*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 Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.*