Factsheet for Graduate Applicants

3rd Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme

Background

In recent years, digital advertising has been developing at a rapid pace and has gained wide popularity among business users. As digital advertising requires a wide range of specialized techniques, it is often difficult to recruit new blood for the industry. At present, while a lot of digital advertising companies express the difficulty in finding the right person to conduct industry campaigns, fresh graduates who intend to join the industry also face many hurdles as they lack the relevant experience demanded by most digital advertising companies.

With the funding support from the CreateSmart Initiative ("CSI") of Create Hong Kong ("CreateHK") of the Government of the Hong Kong Special Administrative Region, the Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (the "Support Scheme") is organized for the third time from 2016 to 2018. The purpose of the Support Scheme is to encourage digital advertising companies to employ and offer training to fresh graduates from related disciplines, with the hope that more well-equipped talent will be recruited for the industry whom in the long run will propel the development of the profession on a general scale.

Objectives

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

Eligibility

The graduate applicant should:

- be a permanent resident of Hong Kong;

- be a graduate of a full-time program offered by a local or overseas university or tertiary institution in the 2015, 2016 or 2017 academic year;

- be majoring 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

- possess no full-time working experience in the digital advertising industry / advertising industry prior to application.

Other Requirements

1. Graduate employees under the Support Scheme are required to submit a brief report every six months 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 the Hong Kong Association of Interactive Marketing within one month from the date of the termination.

Scheme Outline

The Support Scheme is designed to provide a platform to facilitate graduates to start a career in the digital advertising industry. Up to 70 job vacancies over the two-year span will be provided under the Support Scheme by local digital advertising companies to fresh graduates of relevant disciplines. With the help of the key activities below, graduate employees are expected to enhance their understanding of the digital advertising industry and equip themselves for a higher chance to develop a career in it. These activities include:

1. <u>On-the-job training with salary by Employing Companies</u>
    Graduate employees under the Support Scheme will be provided with a 12-month on-the-job full-time training offered by their Employing Companies to help graduate employees enter the digital advertising industry. During the training period, the Employing Company is obliged to allocate manpower and resources to train the graduate employee(s) recruited under the Support Scheme, including training on job-related skills and knowledge; guidance throughout each assigned job by dedicated supervisor; etc. The training aims to equip graduate employees with the necessary skills and experience to develop their career in the digital advertising industry. Each graduate employee will also receive a monthly salary from the Employing Company, of which $4,800 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. <u>Online Platform</u>
    An online platform on the Support 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 Support 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 to search for suitable candidates who could meet their requirements. This could facilitate the matching of graduates with ideal employers in digital

advertising industry.

3. Career Talks

Career talks will be organized for graduates to learn from the senior management of digital advertising companies on industry trends and career prospects.

4. CEO/Master Talks

CEO/Master talks will be organized for graduate employees as part of their continuous training program to update them on the latest developments of the digital advertising industry, as well as the working skills and best practices of the professionals engaging in the 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 the companies participating in the Support Scheme to gain exposure and first-hand experience of the actual working environment and daily operation of digital advertising companies

Application Procedures

* Eligible graduates may register at the Support Scheme website (http://gss3.hkdai.hk) and submit their CVs and e-portfolios to the online platform which could be accessed by interested digital advertising companies.
* Available jobs and related information will be posted on the Support Scheme website from time to time, and email alerts will be sent to the registered graduates whenever new jobs are posted.
* Registered graduates with user password can apply for interested jobs directly through the online platform on the Support Scheme website after the jobs are posted.
* Shortlisted graduates may be invited for job interview (if any), and recruitment notices will be sent directly by the Employing Companies to selected graduates.

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