

## 4th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (Program Year 2019)

### 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 difficulties in finding new talents, 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 fourth time from 2018 to 2021. 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 talents will be recruited to assist the further growth of the industry.

### 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 2017, 2018 or 2019 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 month

during the one-year employment period documenting their learning experience and jobs being assigned; and

2. In case graduate employees resign from the Employment Company or the employment is terminated by the Employing Company before completion of the one-year employment period, the employer are 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 will be provided under the Support Scheme by local digital advertising companies to fresh graduates of relevant disciplines. With the key activities below, graduate employees are expected to enhance their understanding of the digital advertising industry and better equip themselves. These activities include:

1. On-the-job training with salary by Employing Companies

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 to develop their career in the digital advertising industry. Each graduate employee will also receive a monthly salary from the Employing Company, of which \$6,000 will be subsidized by CreateHK. The subsidy will constitute no 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 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. Graduate applicants can 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.

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. CPD Training

CPD training will be organized for graduate employees to learn latest skills of the trade. Each admitted graduate will be entitled to attend two professional conferences organized by the organizer during the 12-month training period with free admission.

#### 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. Program Graduation Ceremony cum Sharing Seminar

Graduation ceremony cum sharing seminar will be organized for admitted graduates after one-year training and full time work under the Scheme so that they can network with each other and know the established advertising companies in the industry. Outstanding graduates will be recognized so that their first job and learning experiences will be well shared to other young graduates.

### Application Procedures

- ◆ Eligible graduates may register at the Support Scheme website ([www.gss4.hkdai.hk](http://www.gss4.hkdai.hk)) and submit their CVs and e-portfolios to the online platform which would 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.

### Important dates to note for 2019 Program Year (tentative):

Application deadline for employing companies	8 Apr 2019
Application reviewed by the vetting committee and announcement of application result	Late Apr 2019
Online platform open for eligible graduates to register and submit CV and e-portfolio of digital creative works	Apr – May 2019
Job offers to graduates by eligible companies	May – Sep 2019
Career Talk	TBC

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