

## Factsheet for Graduate Applicants

### 4th 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 fourth time. 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 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 2016, 2017 or 2018 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.

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## 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. 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 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 \$6,000 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. 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. 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

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advertising industry.

### 3. Career Talks

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

### 4. Continuing Professional Development (CPD) Training

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

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### 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 graduate employees so that they can network with each other and know the established advertising companies in the industry. Outstanding graduate employees 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.

#### *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.*

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(Updated as of 11 June 2018)

## 4<sup>th</sup> Hong Kong Digital Advertising Industry Fresh Graduates Support Scheme (User guide for graduates)

Please well prepare below items before uploading your CV and portfolio:

1. Your resume (pdf / doc format, file size below 5MB)
2. Your online portfolio url
3. Your portfolio thumbnail (200x150px, jpg, file size below 1MB)
4. Your portfolio description (if have)

Remarks: You need to submit your resume in each job category separately. You can revise your resume for applying different job category, or you can use the same resume for applying all job category.

### Step 1: Open up an account through “Register”

Home | **Register** | Sign In

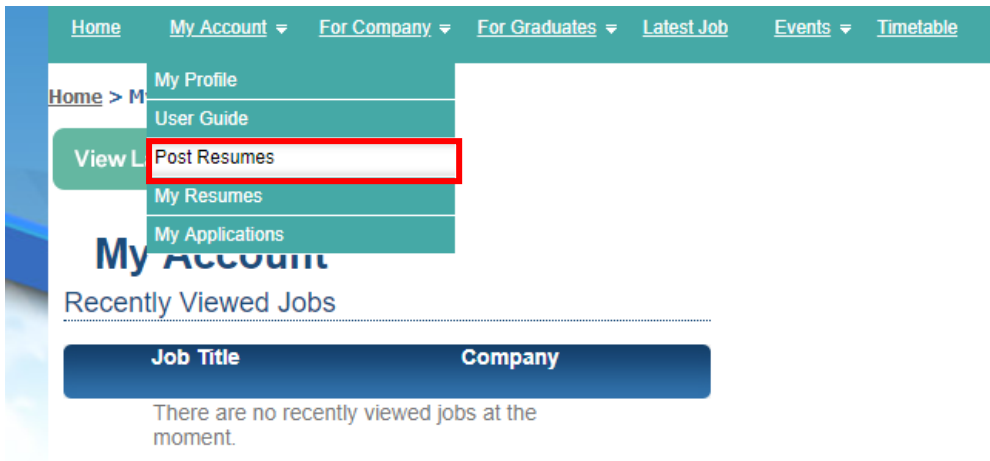
Home For Company ▾ For Graduates ▾ Latest Job Events ▾ Timetable Photo ▾ Acknowledgements Enquiry

### Job Seeker Registration

Fields marked with an asterisk (\*) are mandatory

Email	*	<input type="text"/>
		<input type="text"/>
Confirm E-mail		<input type="text"/>
Password	*	<input type="password"/>
		<input type="password"/>
Confirm Password		<input type="password"/>
Salutation	*	Select Salutation ▾
English Full Name (Same as HKID card)	*	<input type="text"/>
Mobile Number	*	<input type="text"/>
Institution	*	Select Institution ▾
Disciplines	*	Select Disciplines ▾
If others, please specific		<input type="text"/>
Are you a permanent resident of Hong Kong? (Only permanent resident of Hong Kong is eligible for the program.)	*	Select Are you a permanent resident of Hong Ko ▾
Graduation in 2016, 2017 or 2018? (Only graduate of school 2016, 2017 and 2018 of first full time courses in (local and overseas) universities and institutes is eligible for the program.)	*	Select Graduation in 2016, 2017 or 2018? (Only ▾
Did you have full time working experience in Digital Advertising Industry / Advertising Industry? (Only applicant with no full time working experience in Digital Advertising Industry / Advertising Industry is eligible for the program.)	*	Select Did you have full time working experienc ▾
Accept terms of use	*	<input type="checkbox"/> Read terms of use

## Step 2: Sign in and select “Post Resumes” under “My Account”



## Step 3: Upload resume and portfolio. Press submit button at the bottom after completed

**General Information**  
Fields marked with an asterisk (\*) are mandatory

Title  
Job Category  
1 Available  
Resume (File Size under 5MB (PDF / DOC))  
Creative Portfolio 1 Title  
Creative Portfolio 1 URL  
Creative Portfolio 1 Thumbnail (File size under 1MB in jpg format – 200 x 150px)  
Creative Portfolio 1 Description

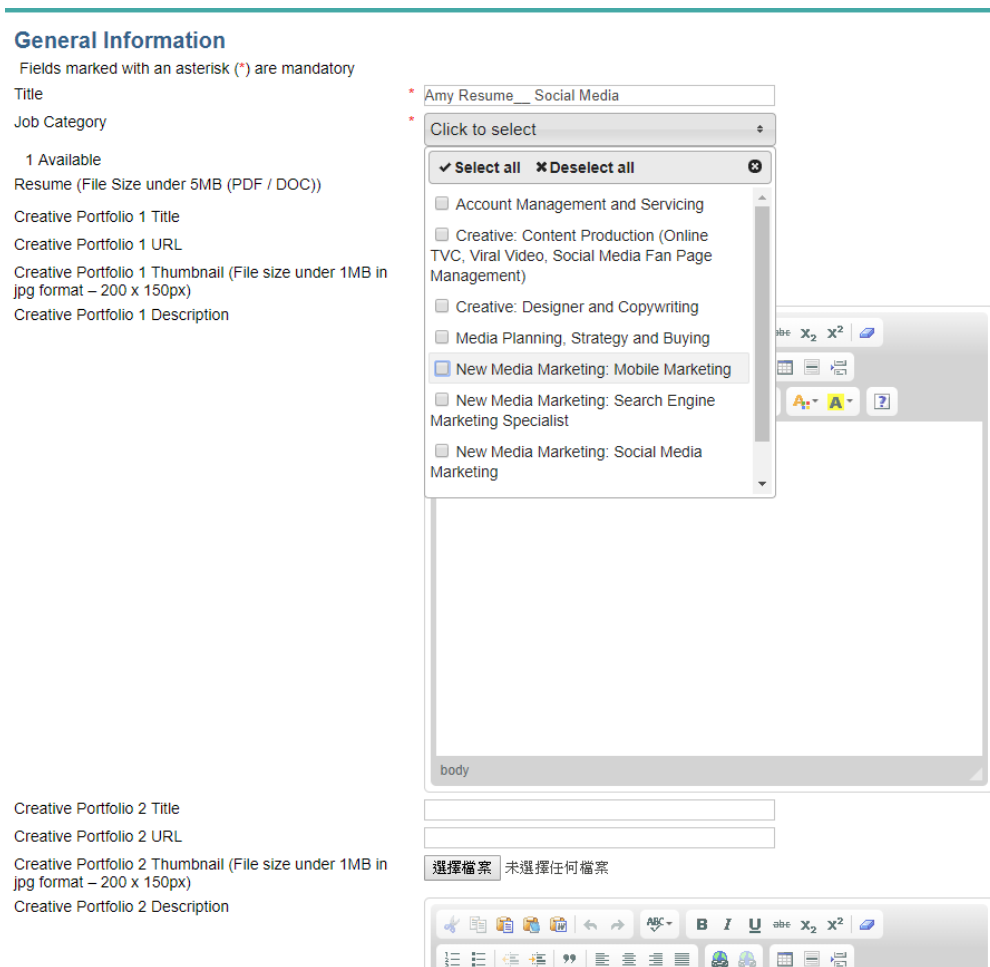
\* Amy Resume\_\_ Social Media  
\* Click to select

- Account Management and Servicing
- Creative: Content Production (Online TVC, Viral Video, Social Media Fan Page Management)
- Creative: Designer and Copywriting
- Media Planning, Strategy and Buying
- New Media Marketing: Mobile Marketing
- New Media Marketing: Search Engine Marketing Specialist
- New Media Marketing: Social Media Marketing

body

Creative Portfolio 2 Title  
Creative Portfolio 2 URL  
Creative Portfolio 2 Thumbnail (File size under 1MB in jpg format – 200 x 150px)  
Creative Portfolio 2 Description

選擇檔案 未選擇任何檔案



The screenshot shows a form for uploading a resume and portfolio. The form has several sections: 'General Information' with mandatory fields marked with an asterisk, a dropdown menu for job category, and a list of portfolio items. The dropdown menu is open, showing a list of job categories. The 'New Media Marketing: Mobile Marketing' option is selected. The form also includes a text area for the resume and a file upload button for the portfolio. The file upload button is labeled '選擇檔案' and '未選擇任何檔案'.

## Step 4: Upload resume to different job category which you are interested

## Step 5: Apply any job(s) that you like