

Guideline for Company Applicants

2nd 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 office (“CreateHK”) of the Government of the Hong Kong Special Administrative Region, the Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (“The Scheme”) is organized again this year to encourage digital advertising companies to employ and train fresh graduates from related disciplines, with a view that more new blood could enter the industry which will in turn help foster the development of the industry by nurturing more well-equipped digital advertising talents.

Organizer

Hong Kong Association of Interactive Marketing Limited (HKAIM)

Leading Sponsor

CreateHK

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.

Scheme Outline

The Scheme aims to match up digital advertising companies with graduates from the related disciplines for full-time employment. During the employment period, the companies will provide their graduate employees with on-the-job training.

A monthly subsidy of HK\$4,000 for a maximum of 12 months per graduate employee will be provided by the Scheme under government funding to the successful company applicant ("Employing Company") to support the salary of its graduate employee. Up to 70 graduate employees will be subsidized in the two program years of the Scheme.

The Scheme offers an online CV and e-portfolio platform which is opened to all employing companies for recruitment purpose. Career talks, CEO/ Master talks, a portfolio presentation event and an open house event will also be organized to help Employing Companies to recruit graduate employees and to train digital advertising talents.

Application Procedure

- ◆ Interested digital advertising companies should download the application form from the eDM and submit the completed form to gss@hkaim.org by the application deadline.
- ◆ A Vetting Committee will review the company application based on the relevance of business nature and track record of the company applicant, as well as the effectiveness of the training program to be provided by the company to the graduate employee(s) under the Scheme as outlined in the application form.
- ◆ Employing Companies will be notified of the application result and will be provided with a user password to access the online platform at the Scheme website for posting their job positions that are available under the Scheme and to review the applying graduates' CV and e-portfolio.
- ◆ If pre-employment interview with applying graduate is needed, it should be arranged by the Employing Company with the applying graduates directly.
- ◆ Employing Company should inform HKAIM within two weeks after they have successfully employed the graduate employee(s) for HKAIM to arrange release of salary subsidy after the graduate employee(s) reported duty.

Eligibility

To be eligible for the Scheme, a company applicant:

- ♦ should be a local business holding valid business registration certificate;
- ♦ should have substantial business connection and ongoing development in Hong Kong;
- ♦ should have business focus in providing services in proposing and/ or implementing digital advertising or marketing plans for clients;
- ♦ should provide a 12-month on-the-job training for the graduate employee(s) under the Scheme; and
- ♦ should comply with the Statutory Minimum Wage requirement and offer a competitive market rate for salary when employing the graduate employee.

Other Requirements to Employing Company:

1. The monthly subsidy of HK\$4,000 from the Scheme under government funding should not constitute more than 50% of the monthly basic salary of each graduate employee employed by employing company under the Scheme.
2. The monthly subsidy should be used solely and directly on the salary of the graduate employee only, any disbursement of subsidy to cover other cost incurred from the employment is not allowed.
3. Employing Company could apply to employ a maximum of 2 graduate employees under the Scheme in each program year, and the total number of subsidized graduate employee(s) to be covered by the Scheme for each Employing Company should not exceed 3 concurrently.
4. Employing Company should ensure that the recruitment process is conducted in a fair and impartial manner without any conflict of interests.
5. Appraisal reviews should be conducted by the Employing Companies with their graduate employee(s) on half-yearly basis during the subsidized period and reports of the appraisal reviews must be submitted to HKAIM for record.
6. Employing Company agrees and will encourage graduate employee(s) to attend at least 1 CEO/ Master Talk organized by HKAIM under the Scheme as part of continuous training.
7. Employing Company should hire the graduate employee(s) within 3 months after the place is offered by HKAIM, or HKAIM has the right to release the quota and allocate it to another company.
8. In case of termination of employment by either the Employing Company or the graduate employee, reasons for the termination and the effective date should be provided by the employing company to HKAIM in writing within 1 month after the employment is terminated.
9. One time replacement is allowed for each quota of graduate employee if the remaining subsidized period of that quota is 8 months or above. The Employing Company should hire the replacing graduate within 3 months after the employment of the leaving graduate employee

was terminated. The subsidized period of the replacing graduate employee should only be the remaining subsidized period not completed by the leaving employed graduate employee.

10. Employing Company should comply with **Hong Kong Personal Data (Privacy) Ordinance** and ensure that all personal information of applying graduates received from HKAIM or accessed by the employing company from the Scheme website is strictly used for recruitment purpose. If its application to the Scheme is successful, the Employing Company agrees to publicize its company information (including company name, company profile and contact information) and details of the job to be offered under the Scheme on the Scheme website.
11. Upon acceptance of the offer under the Scheme, Employing Company agrees to provide information on its employment of graduate employee(s) under the Scheme to HKAIM. The required information includes but is not limited to the respective position and salary of the graduate employee(s) at the beginning and completion of the subsidized period. (Note: the data collected by HKAIM are only used for compiling statistics to evaluate the effectiveness of the project and will not be released individually.)

Application Deadline

Completed application form must be submitted to HKAIM at gss@hkaim.org by **5pm, 13 June, 2014.**

Important dates to note:

Career Talk	6 June 2014
Application deadline for digital advertising companies	13 June 2014
Online platform open for eligible graduates to register and submit CV and e-portfolio of digital creative works	June 2014
Review of applications by the Vetting Committee and announcement of application results	June 2014
Offer of jobs to graduates by Employing Companies	July – Oct 2014
Open House Event	July – Oct 2014

Disclaimer:

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