Organizer
主辦機構

Hong Kong Association of Interactive Marketing
香港互動市務商會

Lead sponsor
主要贊助機構

CREATEHK

4TH HONG KONG DIGITAL ADVERTISING INDUSTRY FRESH GRADUATE SUPPORT SCHEME
第四屆數碼廣告行業新畢業生支援計劃
(Program 2018)
(2018年度)

CV SUBMISSION 提交履歷

2016-2018 Graduates of related disciplines are welcome to apply
歡迎2016-2018年相關學系的畢業生申請

- Social Media Marketing 社交網絡營銷
- Media Planning & Buying 媒體策劃和採購
- Search Engine Marketing 搜索引擎營銷
- Creative Design and Copywriting 設計及廣告撰稿
- Mobile Marketing 流動媒體營銷
- Programming 程式編寫
- Account Management and Servicing 賬戶管理及服務

Up to 35 Hot Jobs offered by Local Digital Advertising Agencies for You to Apply

多達35份由本地數碼廣告公司提供的筍工等你申請

Submit CV Now
立即提交履歷

List of participating advertising agencies

- AdBeyond (Group) Limited
- AsiaPac Net Media Limited
- Beyond Digital Solutions Limited
- Carat Media Services Hong Kong Limited
- Cherrypicks Resources Company Limited
- Commercial Radio Productions Limited
- CruiSo Digital Solutions Limited
- DDB Worldwide Limited
- Dentsu X Ltd
- Designercity (HK) Ltd. / Mirum Hong Kong
- DT Communication Asia Pacific Limited
- ESD Services Limited
- Fimmick Limited
- GroupM Communications Hong Kong Limited
- Hotmob Limited
- Hungry Digital Limited
- iProspect Hong Kong Limited
- Isobar Hong Kong Limited
- J Walter Thompson Co Ltd
- McCann Worldgroup Hong Kong Limited
- mcgarrybowen Hong Kong
- Mediacom Limited
- Mindshare Hong Kong Limited
- NDN Group (HK) Limited
- New iMedia Solutions Ltd
- Ogilvy & Mather Marketing Communications Limited
- PopSquare Limited
- Social Big Data Limited
- Social Stand Limited
- TBWA Hong Kong Limited
- TFI Digital Media Limited
- Wavemaker Hong Kong Limited
- Weibo Hong Kong Limited
- Ying Interactive Marketing Services Limited
- Zizsoft Limited

For further details, please visit
詳情請瀏覽 **www.gss4.hkdai.hk**

Enquiry 查詢 Contact : Pansy Cheung 3594 6723 gss4@hkaim.org

Supporting Media
支持媒體

CGV www.cgvisual.com · CMRS digital solutions limited · cr interactive 創台互動 · FreshLinker · jobsDB.com · RADICA · sina 新浪香港 sina.com.hk · 微博 weibo.com · Oath: A Verizon company · ZIZSOFT

Supporting Organizations and Institutions
支持機構及學術團體

珠海學院 CHU HAI COLLEGE OF HIGHER EDUCATION · CityU 香港城市大學 City University of Hong Kong · CityU 香港城市大學 City University of Hong Kong · 香港中文大學 The Chinese University of Hong Kong · 新專 School of Journalism and Communication 新聞與傳播學院 · 香港廣告商會 THE ASSOCIATION OF ACCREDITED ADVERTISING AGENCIES OF HONG KONG

Members of VTC Group VTC 機構成員

IVE · 香港大學 THE UNIVERSITY OF HONG KONG · Lingnan Life 嶺南大學持續進修學院 Lingnan Institute of Further Education · Lingnan 嶺南大學 University 香港 Hong Kong · 香港科技大學 THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY · THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學 SCHOOL OF DESIGN · SPEED

SCAD The University for Creative Careers · 演藝 The Hong Kong Academy for Performing Arts 香港演藝學院 · 香港樹仁大學 工商管理學系 HONG KONG SHUE YAN UNIVERSITY DEPARTMENT OF BUSINESS ADMINISTRATION · 學生事務處 STUDENT AFFAIRS OFFICE 恒生管理學院 HANG SENG MANAGEMENT COLLEGE · 香港公開大學 THE OPEN UNIVERSITY OF HONG KONG 人文社會科學院 School of Arts and Social Sciences · 香港浸會大學 HONG KONG BAPTIST UNIVERSITY 傳理學院 School of Communication

No Order Implied

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4th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme - CV Submission

The Support Scheme provides graduates of related disciplines with an excellent opportunity to enter the fast-growing digital advertising industry with below support:

- An online platform on the Support Scheme website for graduate applicants to upload their CVs and e-portfolios for potential employers' consideration
- An awareness program comprising career talks and portfolio presentation event for graduates to acquire information on job types, working requirements, and prospects of working in this fast-growing industry
- A program graduation ceremony and sharing seminar will be held for admitted graduates to networking with each other
- Comprehensive training by employing companies to their graduate employees in the latter's 12 months of employment under the Support Scheme
- CPD Training for graduate employees as continuous training to update them on the latest trends, skill and knowledge of the industry
-

Submit CV Now !

Organizer: Lead Sponsor:

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.

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 $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. <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 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) 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.

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(Updated as of 11 June 2018)

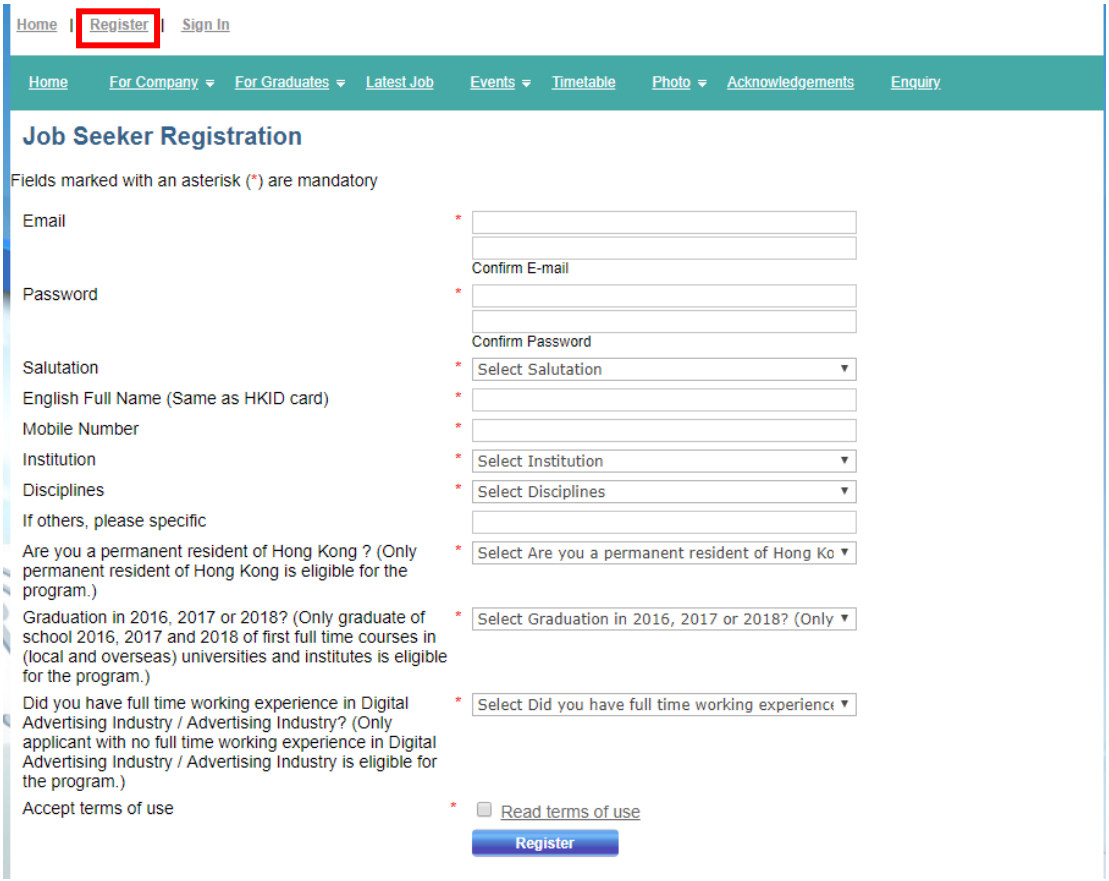
4th Hong Kong Digital Advertising Industry Fresh Graduates Support Scheme (User guide for graduates)

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)

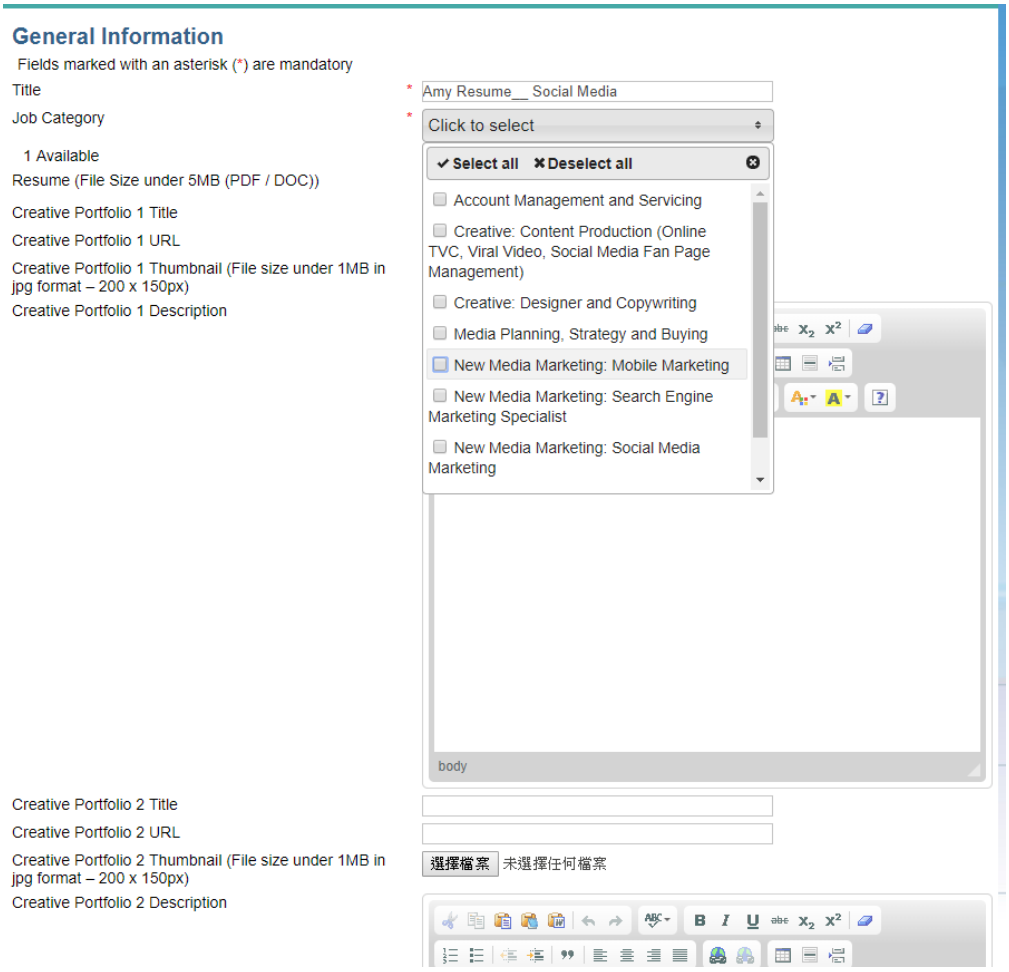
Remarks: You need to submit your resume in each job category separately. You can revise your resume for applying different job category, or you can use the same resume for applying all job category.

Step 1: Open up an account through "Register"



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



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

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