



6th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme Program 2022

(Application form - For Company Applicants)

Notes for Company Applicants

1. Interested companies should read the “Guideline for Company Applicants” for details on eligibility and application procedures before completing this application form. Please download the guideline from [HERE](#)
2. The 6th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme (the “Support Scheme”) is designed to encourage digital advertising companies to employ and train graduates from the related disciplines who aspire to develop their career in the industry by providing monthly subsidy to support the graduates’ salary.
3. The provision of complete and accurate information in support of your application is necessary. Failure to provide any of the data as requested may affect the processing and outcome of your application.
4. The vetting committee will consider your application in accordance with the relevancy of your company’s business nature and track record to the objectives of the Support Scheme, as well as the effectiveness of the training program to be provided by your company to your graduate employee(s). Successful application will be notified individually by the organizer.
5. Applying companies should comply with **Hong Kong Personal Data (Privacy) Ordinance** and ensure that all personal information of graduate applicants received from the organizer or accessed by successful applicant company from the Support Scheme website will be strictly used for employee recruitment purpose. Upon acceptance of your company’s application by the organizer, your company agrees to publicize your company’s information (including company name, company profile and contact information) and details of the job(s) to be offered to the graduate applicants on the Support Scheme website.
6. The organizer will ensure a fair and impartial selection of the company applicants and reserves the right to accept or reject any application.
7. The vetting result is subject to the final decision of the organizer.

Section 1 Company Information

Company Name: (English) _____

(Chinese) _____

Contact Person: _____

Contact No.: _____

Email: _____

Company Website: _____

Company Address: _____

Business Registration Number: _____

Date of establishment: _____

Number of full time staff: _____

Type(s) of digital advertising service(s) provided: _____

Digital advertising projects or clientele: _____

Section 2

2.1 Please state the number of graduate(s) you would like to employ under the Support Scheme by “✓” the appropriate box.

Note: Each applying company can apply for a maximum of 2 places for graduate employee(s) under the Support Scheme in each program year. The total number of subsidized graduate(s) for each successful applicant company under the Support Scheme should not exceed 3 at any time in which the 3 quotas shall include graduate(s) employed under previous edition that are still yet to complete the 12-month placement.

1 2

2.2 Please state the job nature of the position(s) to be offered by your company to the applying graduate employee(s), and the job requirement(s).

(Below for reference are some job natures that are generally available in the digital advertising industry and of which the registered graduates have indicated their interest in their CVs. Provision of this information will facilitate your selection of the right candidate. Your company may offer jobs in any of these job functions. Nevertheless, other job functions are also welcome.)

Job Nature



1. Account Management and Servicing
2. Creative
 - 2.1 Design and Copywriting
 - 2.2 Content Production (Online TVC, Viral Video, Social Media Fan Page Management)
3. Media Planning, Strategy and Buying
4. New Media Marketing

| | | | |
|-----|-------------------------|-----|------------------------|
| 4.1 | Search Engine Marketing | | |
| 4.2 | | 4.3 | Social Media Marketing |
| | 4.3 | | Mobile Marketing |
5. Programming (for web, mobile or social media)
6. Others (please specify)

For company applicant with two job offers, please note that if only ONE quota can be allocated, the job indicated as 1st priority will be automatically selected unless there is request from company applicant to change the 2nd priority as job offer later.

<1st Priority>

Job Title: _____

Job Nature: _____ (Remarks: with reference to section 2.2)

Description: _____

Requirement: _____

Salary offered: HKD _____ per month

<2nd Priority>

Job Title: _____

Job Nature: _____ (Remarks: with reference to section 2.2)

Description: _____

Requirement: _____

Salary offered: HKD _____ per month

Section 3

Please use the space below to outline the one-year training plan (such as type of training offered, work tasks or potential project involves, etc.) for the position(s) to be offered by your company under the Support Scheme.

(If you choose "2" for section 2.1, i.e. offer up to 2 training places, please provide separate training plan for each position.)

Example for reference only

| Training and learning objective of whole program year | |
|---|--|
| To train the fresh graduate to become an independent copy writer for social media campaign. | |
| Project Period | Training Details |
| Quarter 1 | <ul style="list-style-type: none"> ◇ Training on copywriting and creative writing skills ◇ Account servicing for marketing company |

<Position 1>

| Training and learning objectives of whole program year | |
|--|--|
| | |
| Project Period | Training Details |
| Quarter 1 | <ul style="list-style-type: none"> ◇ ◇ |

Organizer:



| | |
|-----------|--------|
| Quarter 2 | ◇ ◇ |
| Quarter 3 | ◇ ◇ |
| Quarter 4 | ◇ ◇ |

<Position 2>

| Training and learning objectives of whole program year | |
|--|------------------|
| Project Period | Training Details |
| Quarter 1 | ◇ ◇ |
| Quarter 2 | ◇ ◇ |
| Quarter 3 | ◇ ◇ |
| Quarter 4 | ◇ ◇ |

Declaration

I/We, _____ declare the information provided in this application form is true and correct and understand that the application result is subject to the final decision of the organizer.

_____ **Date**

Authorized Signature of company with company chop (if applicable)

Name

Position

Notes

The company applicant must submit below mentioned documents to gss6@hkaim.org by **17:00 29 Apr 2022** to complete the application.

1. A **scanned copy** of the completed application form with **authorized signature and company chop** of your company
2. A **soft copy** of the completed application form **in Word format**
3. A scanned **copy of Business Registration Certificate** of your company