



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are occupational standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack- Account Director

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Advertising

OCCUPATION: Ad Sales / Account Management/ Scheduling/ Traffic

REFERENCE ID: MES/Q0207

ALIGNED TO: NCO-2015/1120.3401

Account Director (Advertising Agency) in the Media & Entertainment Industry is also known as a Client Service Director

Brief Job Description: Individuals at this job are responsible for managing the client’s advertisement portfolio

Personal Attributes: This job requires the individual to manage clients’ advertising portfolios by defining media plans and campaigns and evaluating their effectiveness. The individual is responsible for overseeing the work of the account executives, ensuring that clients’ requirements are understood and executed well.



Job Details	Qualifications Pack Code		MES/Q0207	
	Job Role		Account Director This job role is applicable in both national and international scenarios	
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	09/11/2014
	Sub-sector	Advertising	Last reviewed on	21/11/2014
	Occupation	Ad Sales / Account Management / Scheduling / Traffic	Next review date	20/06/2021
	NSQC Clearance on		22/08/2019	

Job Role	Account Director
Role Description	Manage the clients advertisement portfolio
NSQF level	6
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	NA
Prerequisite License or Training	Account management, Advertising
Minimum Job Entry Age	18 years
Experience	4-6 years
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES/N0201 (Keep apprised with developments in the industry) MES/N0213 (Understanding the requirements and creative goals of the client) MES/N0214 (Manage delivery of work products) MES/N0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Definitions

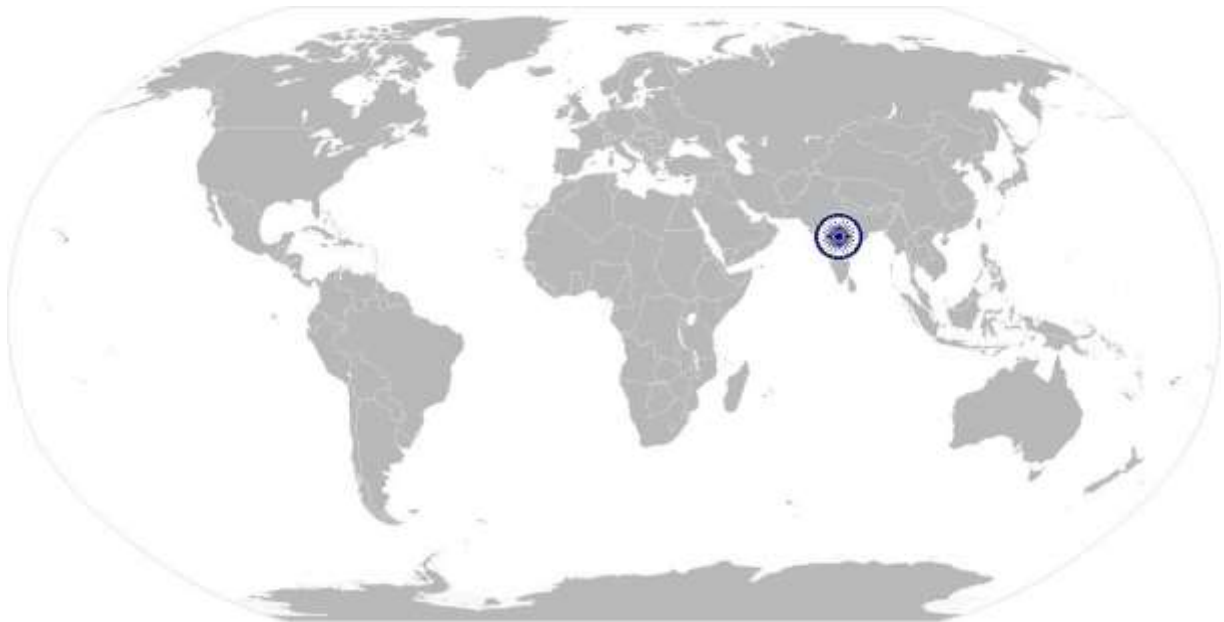
Keywords /Terms	Description
Ad views	Total number of times the advertisement has been seen by the audience
Barter	An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration
Billing	The total invoiced value payable by the client for the advertisement time/space purchased
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Campaign	Advertisement effort across media platforms, planned during a specific time period
Day parts	Specific time-slots during the day
Effective rate	The final advertisement rate offered to the client after discounts
Frequency	The number of times the audience is exposed to an advertisement in a particular medium
Make-good	A repeat run of an advertisement to compensate for an error or omission by the broadcaster
Market share	The share of the company in the total market of a product/service
Media buyer	An individual handling purchases of advertising space/time across advertising mediums
Media planner	An individual skilled in selecting and determining the correct use of advertising space/media on behalf of an advertiser
Rate	The fee for a unit of advertisement space or time
Reach	The total size of the audience that the medium is able to communicate with
Sales Forecast	Predictions and estimates based on historical sales performance using trends and assumptions for the current period
Schedule	A list of advertisements planned to be a part of the campaign
Sponsorship	Paid advertising in the form of specifically generated programming / content advertising for the product/service of the client
Target Audience	Set of individuals with similar characteristics that are prospective customers of the advertisers' product/service
Target Market	The geographic area over which the advertising campaign is focused
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.

Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Unit Code	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.

Acronyms

Keywords /Terms	Description
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

National Occupational Standard



Overview

This unit is about knowing the organization, the competitors and the market well to be able to carry out the job effectively

MES/N0201

Keep apprised with developments in the industry

National Occupational Standard

Unit Code	MES/ N 0201
Unit Title (Task)	Keeping apprised with developments in the industry
Description	This OS unit is about knowing the organization, the competitors and the market well to be able to carry out the job effectively
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Monitoring and understanding the market and the competitors and continuously seeking out new opportunities • Identifying information needed to carry out the job effectively • Identifying new innovations and future developments that might benefit the organization or the clients
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Monitoring and understanding the market and the competitors and continuously seeking out new opportunities	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. monitor any changes or updates in the market</p> <p>PC2. understand the market, its various elements and how they affect the organization</p> <p>PC3. identify new opportunities in the market</p> <p>PC4. analyze how these opportunities can be leveraged to benefit the organization</p> <p>PC5. identify who the competitors are, who their major clients are and how their activity is changing</p>
Identifying information needed to carry out the job effectively	<p>PC6. extract key facts from formal and informal sources and analyze how it can be used by the organization</p> <p>PC7. actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices</p> <p>PC8. keep up-to-date with the laws and any other regulations that can apply to the organization</p>
Identifying new innovations and future developments that might benefit the organization or the clients	<p>PC9. keep track of any changes in the industry and how they can be converted into useful opportunities</p> <p>PC10. analyze the market and forecast what the powerful trends would be that can affect the organization in any way</p> <p>PC11. keep up-to-date with any changes in policies that can affect the client's business</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. brand and the market position of the organization</p> <p>KA2. organization's capabilities, culture, ways of working and marketing mix</p> <p>KA3. different business functions in the organization and the various aspects related to the job role</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. fundamentals of advertising and marketing</p> <p>KB2. how to prepare a brief for sales or account teams</p> <p>KB3. how to present the idea/concept to the client</p> <p>KB4. how to present the final work-products</p> <p>KB5. applicable legal and regulatory requirements</p>

MES/N0201

Keep apprised with developments in the industry

Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA1. prepare a brief that effectively encapsulates the idea and its impact SA2. prepare a brief about the industry trends and how they can impact the client SA3. prepare client reports and presentations, as required SA4. prepare a presentation about industry trends for the internal teams
	Reading Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA5. read and interpret all relevant research information
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA6. liaise with the client and internal teams and ensure that the former's needs are understood and well-executed by the latter SA7. discuss and finalize the changes in accordance with the industry trends and how they are to be implemented SA8. review and present final information to the respective teams
	Plan and Organize
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB1. organize discussions/ meetings with the clients or the internal teams as the need may be to analyze market trends SB2. store information so you can easily access it when you need it
	Customer Centricity
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB3. ensure that the information gathered is relevant to the clients and their business
	Problem Solving
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB4. tackle issues that may arise due to industry changes and minimize the impact it may have on the organization's functioning
Decision making	
The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB5. identify ways to keep up-to-date with changes in your organisation's, your competitors' and your clients' products, services and processes 	
Analytical Thinking	
The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB6. extract key facts from formal and informal sources of information and analyse it for its usefulness to you 	
Critical Thinking	
The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB7. identify new innovations and future developments in advertising that might benefit your clients SB8. keep up-to-date with the laws, regulations and guidelines that govern advertising and the sale of advertising 	

MES/N0201

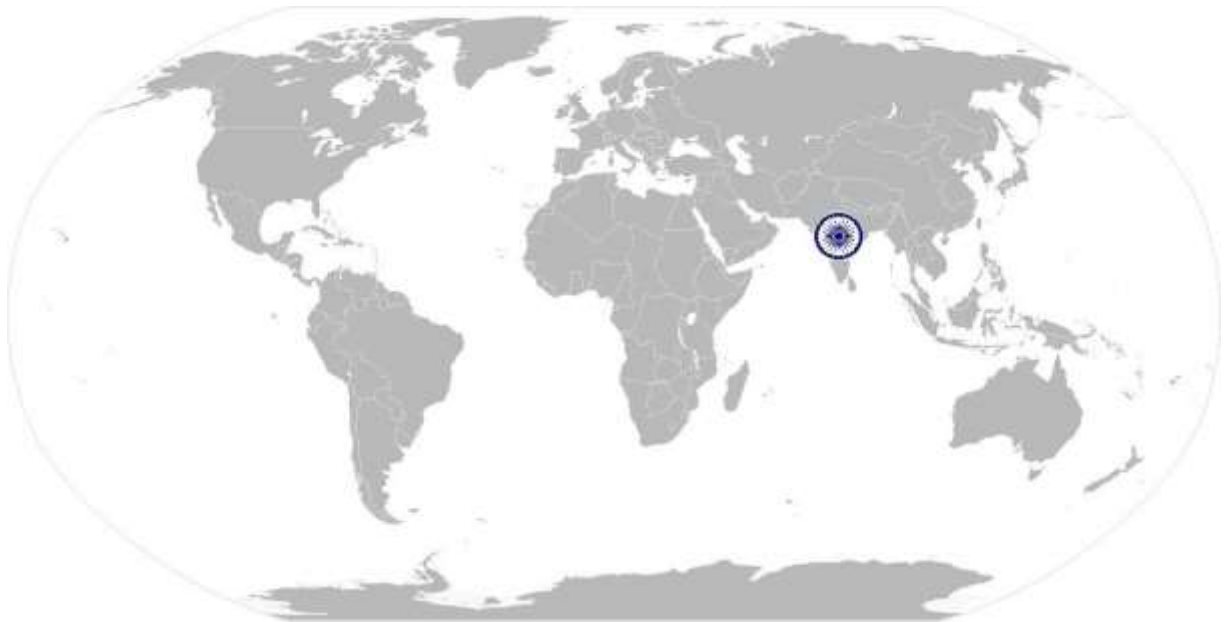
Keep apprised with developments in the industry

NOS Version Control

NOS Code	MES/N0201		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/2014
Sub-sector	Advertising	Last reviewed on	20/11/2014
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/06/2021



National Occupational Standard



Overview

This unit is about understanding the advertising requirements and creative goals of the client

MES/N0213

Understanding the requirements and creative goals of the client

National Occupational Standard

Unit Code	MES/N0213
Unit Title (Task)	Understanding the requirements and creative goals of the clients
Description	This OS unit is about understanding the advertising requirements and creative goals of the client
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Understanding the advertisement requirements and creative goals of clients.
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the advertisement requirements and creative goals of the client	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. research and understand the creative brief received from the advertiser PC2. arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required PC3. interact and gather information effectively from the client to be able to create successful advertising solutions, as required PC4. coordinate with internal teams to analyze and agree upon what work products need to be created based on the client's needs PC5. respond positively to feedback and changes in creative requirements
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. advertising process followed at the agency KA2. clients advertising budget, vision and objectives KA3. client's advertising plan and campaign
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. fundamentals of advertising and marketing KB2. how to effectively listen and understand client needs and objectives KB3. how to ask the right questions and gather information effectively KB4. how to discuss, flesh out and specify the objectives and creative vision of the client, where appropriate KB5. how to present the idea/concept to the client and solicit their approval KB6. production costs for a variety of advertisements across mediums, and their fit with client needs KB7. applicable legal and regulatory requirements



MES/N0213

Understanding the requirements and creative goals of the client

Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. detail out the client’s requirements and objectives
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. read the advertiser’s media plan and campaign details
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA3. liaise with the client and creative/ art & design teams and ensure that the former’s needs are understood and well-executed by the latter
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. ensure that the advertising end-products are prepared and presented in line with pre-determined client requirements and creative goals
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB2. identify problems with the effective execution of the task and undertake measures to overcome them
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB3. set clear expectations of what advertising may or may not achieve at the outset of agreements with clients SB4. reach agreement with clients about levels of customer care before the sale is agreed
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. Analyse and evaluate completed advertising against client satisfaction, the time taken to service the contract and the money raised for your organization
Decision Making	
The user/individual on the job needs to know and understand how to: SB6. maintain contact with clients even when there is not the immediate possibility of a sale	
Customer Centricity	
The user/individual on the job needs to know and understand how to: SB7. deal with changes during campaigns in a way that meets the needs of your organization while maintaining a good relationship with clients	

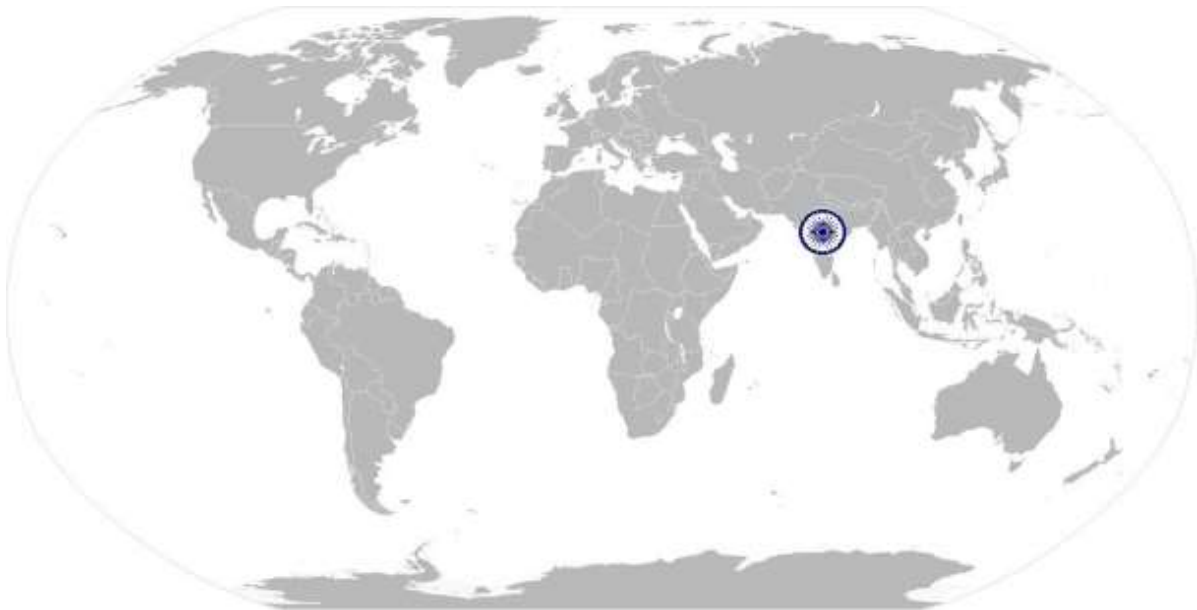


MES/N0213

Understanding the requirements and creative goals of the client

NOS Version Control

NOS Code	MES/N0213		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/2014
Sub-sector	Advertising	Last reviewed on	20/11/2014
Occupation	Ad Sales / Account Management / Scheduling/ Traffic	Next review date	20/06/2021



National Occupational Standard



Overview

This unit is about managing the preparation and presentation of final work products to the client based on their requirements

MES/N0214

Manage delivery of work products

National Occupational Standard

Unit Code	MES/N0214
Unit Title (Task)	Manage delivery of work products
Description	This OS unit is about managing the preparation and presentation of final work products to the client based on their requirements
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Oversee preparation of work products Present final work products
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Oversee preparation of work products	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. oversee the preparation of final work products in meeting client needs PC2. select a presentation method that is appropriate to the information to be conveyed PC3. troubleshoot and manage any issues that may arise during the preparation of work products PC4. obtain approval, or liaise with relevant senior personnel (eg: Art Director) on final work-products, if appropriate
Present final work products	<ul style="list-style-type: none"> PC5. effectively present end-products, and how the client's requirements have been met PC6. communicate the journey to arrive at the end product- the rationale for decisions, an the selection of tools, techniques, mediums etc.- highlighting how they best serve the client's desired objectives PC7. make clear any assumptions and degrees of uncertainty PC8. respond positively to feedback and any changes requested
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. clients advertising budget, vision and objectives KA2. client's advertising plan and campaign KA3. industry norms and standards in presenting work products KA4. products/services offered by your organization as opposed to those by your competitors KA5. organizational policies for constructing presentations/work products, including an end-product's format, readability, the imperatives it must incorporate and the terms and conditions for serving different clients KA6. departments within the organization that may provide information and assistance in preparing the product
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. fundamentals of advertising and marketing KB2. how to prepare a brief for the creative/ art & design teams KB3. how to present initial ideas/concepts regarding the work product to the client and solicit their approval KB4. the production costs for a variety of advertisements across mediums KB5. how to select the most effective presentation formats, tools and techniques KB6. how to effectively present final work-products and communicate how the objectives and creative vision of the client has been met KB7. applicable legal and regulatory requirements

MES/N0214

Manage delivery of work products

Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. oversee the preparation of end-products that encapsulate the client's vision and meets requirements
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA2. read the advertisers media plan and campaign details
	Oral Communication (Listening and Speaking skills)
B. Professional Skills	The user/individual on the job needs to know and understand how to: SA3. liaise with the client and ensure that interim concepts and work-products are in line with requirements and creative goals SA4. effectively communicate client objectives and vision with the creative / art & design team SA5. review and present final advertising end-products to the client
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. ensure that the advertising end-products are prepared and presented to the client within the time-frame committed
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB2. ensure that the advertising end-products achieve the objectives set out and agreed upon with the client
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB3. identify problems with the effective execution of the task and undertake measures to overcome them
	Decision Making
	The user/individual on the job needs to know and understand how to: SB4. make relevant decisions related to the area of work products like production techniques, formats, approvals etc.
	Critical Thinking
The user/individual on the job needs to know and understand how to: SB5. appraise the quality of the work products to ensure they are in line with the expected quality standards and suggest areas of improvement, if required	
Analytical Thinking	
The user/individual on the job needs to know and understand how to: SB6. analyze different aspects that effect the delivery of work products	

MES/N0214

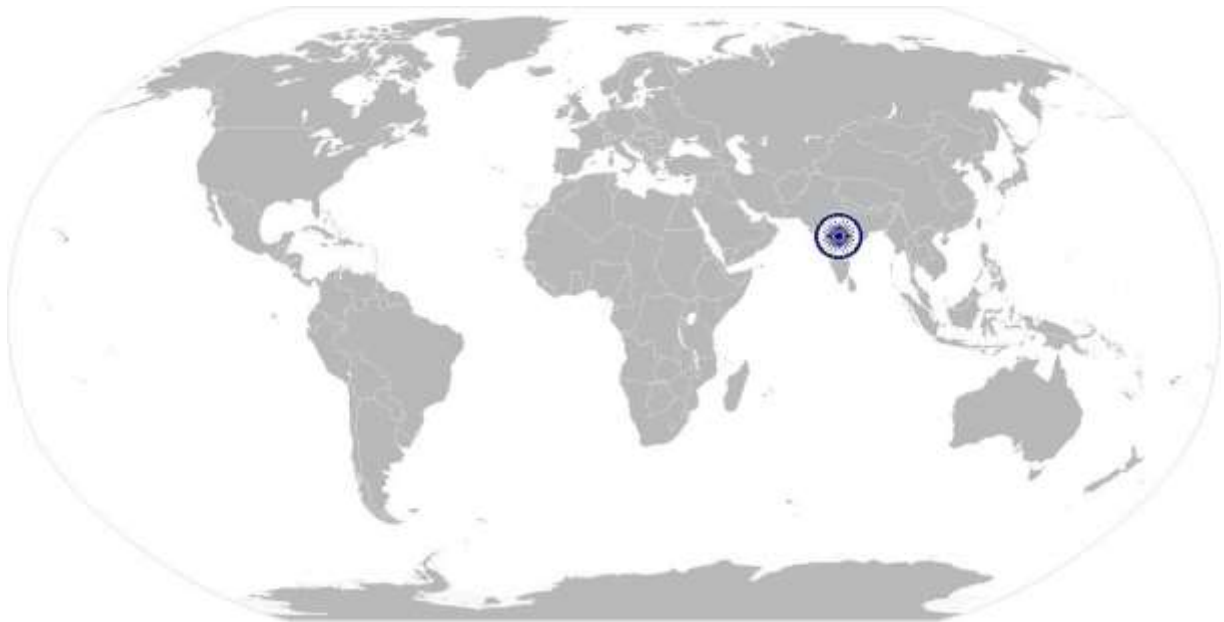
Manage delivery of work products

NOS Version Control

NOS Code	MES/N0214		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/2014
Sub-sector	Advertising	Last reviewed on	20/11/2014
Occupation	Ad Sales / Account Management/ Scheduling/ Traffic	Next review date	20/06/2021



National Occupational Standard



Overview

This unit is about contributing towards maintaining a healthy, safe and secure working environment

MES/N0104

Maintain workplace health and safety

National Occupational Standard

Unit Code	MES/N0104
Unit Title(Task)	Maintain workplace health and safety
Description	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Understanding the health, safety and security risks prevalent in the workplace • Knowing the people responsible for health and safety and the resources available • Identifying and reporting risks • Complying with procedures in the event of an emergency
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the health, safety and security risks prevalent in the workplace	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. understand and comply with the organization's current health, safety and security policies and procedures</p> <p>PC2. understand the safe working practices pertaining to own occupation</p> <p>PC3. understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises</p> <p>PC4. participate in organization health and safety knowledge sessions and drills</p>
Knowing the people responsible for health and safety and the resources available	<p>PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
Identifying and reporting risks	<p>PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC8. ensure own personal health and safety, and that of others in the workplace through precautionary measures</p> <p>PC9. identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC10. report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected</p>
Complying with procedures in the event of an emergency	<p>PC11. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organization's norms and policies relating to health and safety</p> <p>KA2. Government norms and policies regarding health and safety and related emergency procedures</p> <p>KA3. limits of authority while dealing with risks/ hazards</p> <p>KA4. the importance of maintaining high standards of health and safety at a workplace</p>

MES/N0104

Maintain workplace health and safety

B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the different types of health and safety hazards in a workplace</p> <p>KB2. safe working practices for own job role</p> <p>KB3. evacuation procedures and other arrangements for handling risks</p> <p>KB4. names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. how to summon medical assistance and the emergency services, where necessary</p> <p>KB6. vendors' or manufacturers' instructions for maintaining health and safety while using equipment, systems and/or machines</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. how to write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. how to write and highlight potential risks or report a hazard to the concerned people</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read instructions, policies, procedures and norms relating to health and safety</p>
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. highlight potential risks and report hazards to the designated people</p> <p>SA5. listen and communicate information with all anyone concerned or affected</p>
	Decision making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions on a suitable course of action or plan</p>
	Plan and Organize
B. Professional Skills	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. apply problem solving approaches in different situations</p>
	Critical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB5. apply balanced judgments in different situations</p>
	Customer Centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. build and maintain positive and effective relationships with colleges and customers</p>
Analytical Thinking	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyze data and activities</p>	

MES/N0104

Maintain workplace health and safety

NOS Version Control

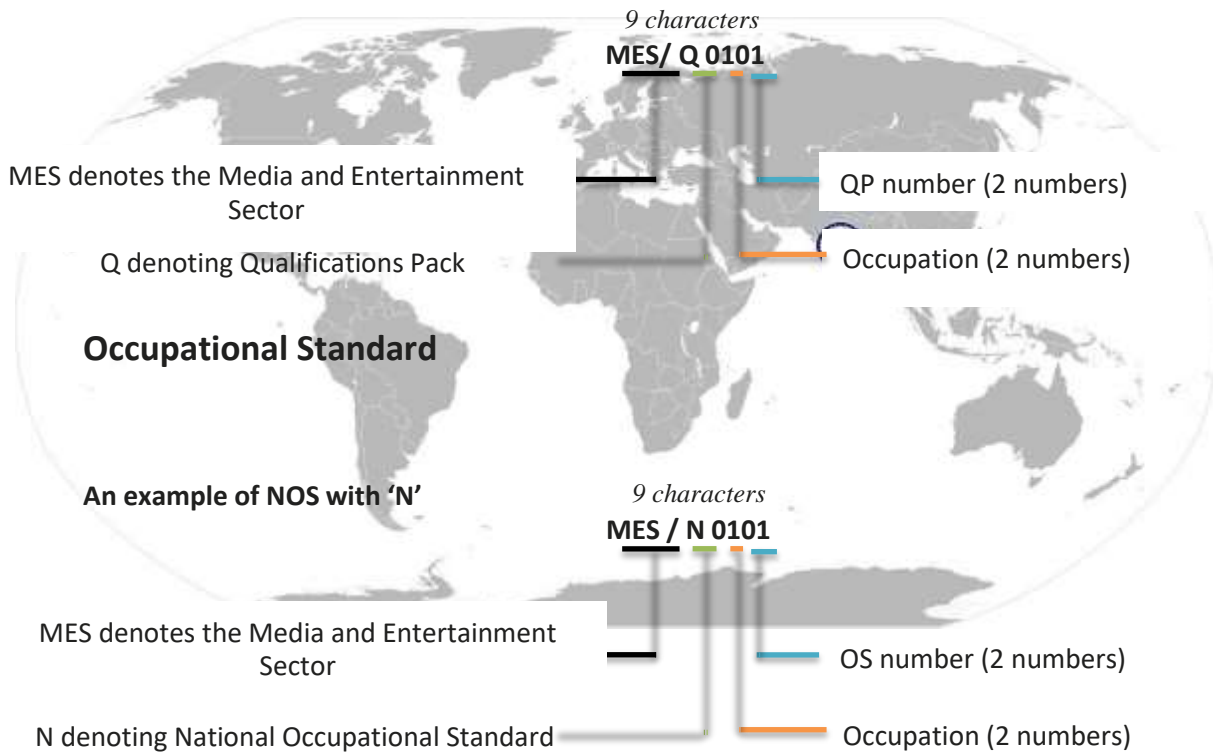
NOS Code	MES/N0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	09/11/2014
Sub-sector	Television, Print, Radio, Digital, Out-of-home	Last reviewed on	20/11/2014
Occupation	Ad Sales / Account Management / Scheduling/ Traffic	Next review date	20/06/2021



Annexure

Nomenclature for QP and NOS

Qualifications Pack



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The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Film	01-20
Television	21-30
Print	31-35
Animation	36-45
Gaming	46-55
Radio	56-60
Digital	61-70
OOH / Advertising	71-80
Creative & Performing Art	81-85
Sound & Music	86-90
Theme & Amusement Park	91-95
Event Management	96-99

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Ad Sales / Account Management/ Scheduling/ Traffic	02
Next two numbers	Account Director (Advertising Agency)	07

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Account Director

Qualification Pack: MES/Q0207

Sector Skill Council: Media and Entertainment Skills Council

Guidelines for Assessment:
1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
5. To pass the Qualification Pack, every trainee should score a minimum of 70% cumulatively (Theory and Practical).
6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Assessment Outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/N0201 (Keep apprised with developments in the industry)	PC1.Monitor any changes or updates in the market	100	5	5	50
	PC2.Understand the market, its various elements and how they affect the organization		5	0	
	PC3.Identify new opportunities in the market		10	5	
	PC4.Analyze how these opportunities can be leveraged to benefit the organization		10	5	
	PC5.Identify who the competitors are, who their major clients are and how their activity is changing		10	5	
	PC6.Extract key facts from formal and informal sources and analyze how it can be used by the organization		10	5	
	PC7.Actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices		10	5	
	PC8.Keep up-to-date with the laws and any other regulations that can apply to the organization		10	5	
	PC9.Keep track of any changes in the industry and how they can be converted into useful opportunities		10	5	

	PC 10. Analyze the market and forecast what the powerful trends would be that can affect the organization in any way		10	5	
	PC11. Keep up-to-date with any changes in policies that can affect the client's business		10	5	
		Total	100	50	50
MES/N0213 (Understanding the requirements and creative goals of the client)	PC1. Research and understand the creative brief received from the advertiser	100	20	10	50
	PC2. Arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required		20	10	
	PC3. Interact and gather information effectively from the client to be able to create successful advertising solutions, as required		20	10	
	PC4. Coordinate with internal teams to analyze and agree upon what work products need to be created based on the client's needs		20	10	
	PC5. Respond positively to feedback and changes in creative requirements		20	10	
		Total	100	50	50
MES/N0214 (Manage delivery of work products)	PC1. Oversee the preparation of final work products in meeting client needs	100	15	10	50
	PC2. Select a presentation method that is appropriate to the information to be conveyed		15	5	
	PC3. Troubleshoot and manage any issues that may arise during the preparation of work products		10	5	
	PC4. Obtain approval, or liaise with relevant senior personnel (e.g.: Art Director) on final work-products, if appropriate		10	5	
	PC5. Effectively present end-products, and how the client's requirements have been met		10	5	
	PC6. Communicate the journey to arrive at the end product- the rationale for decisions, and the selection of tools, techniques, mediums etc.- highlighting how they best serve the client's desired objectives		15	10	
	PC7. Make clear any assumptions and degrees of uncertainty		10	5	
	PC8. Respond positively to feedback and any changes requested		15	5	
		Total	100	50	
MES/N0104 (Maintain workplace health and safety)	PC1. Understand and comply with the organisation's current health, safety and security policies and procedures		10	5	
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	

PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	100	10	5	50
PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	
PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	
PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
	Total	100	50	50