

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 performance 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-Social Media Manager

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Digital

OCCUPATION: Marketing / Advertising Sales / Traffic

REFERENCE ID: MES/Q0703

ALIGNED TO: NCO-2015/2432.0201

Brief Job Description: The individual in this job role is a creative person whose primary responsibility is to develop and implement a social media marketing plan across all major social media networks. He/she should be able to handle all the social media activities for the company/ multiple clients. It comprises of ideating, coordinating, executing social media campaigns, promotions and advertisements. The person is responsible for the supervision of social media department and ensuring regular posting, sharing and updating the social media activities.

Personal Attributes: The individual must have excellent written and oral communication skills with the ability to manage the teams effectively. He/she should be a creative person who also possesses good quantitative skills to be able to make social media marketing plans and growth forecasts.

Job Details

Qualifications Pack Code	MES/Q0703		
Job Role	Social Media Manager This job role is applicable in both national and international scenarios		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	20/10/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022
NSQC Clearance on	22/08/2019		

Job Role	Social Media Manager
Role Description	Develops and executes social media marketing plans across all major social media networks
NSQF level	5
Minimum Educational Qualifications	Graduation and Certification of Social Media Executive / SEOE / SEME (NSQF Level-4)
Maximum Educational Qualifications	Not Applicable
Prerequisite License or Training	NA
Minimum Job Entry Age	21 years
Experience	3 years in social media marketing
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES/N0712 Develop social media strategy MES/N0713 Plan social media strategy MES/N0714 Prepare and manage the budget MES/N0715 Prepare MIS and analytical report for social media MES/N0716 Manage a team MES/N0104 Maintain workplace health and safety
Performance Criteria	As described in the relevant OS units

Definitions

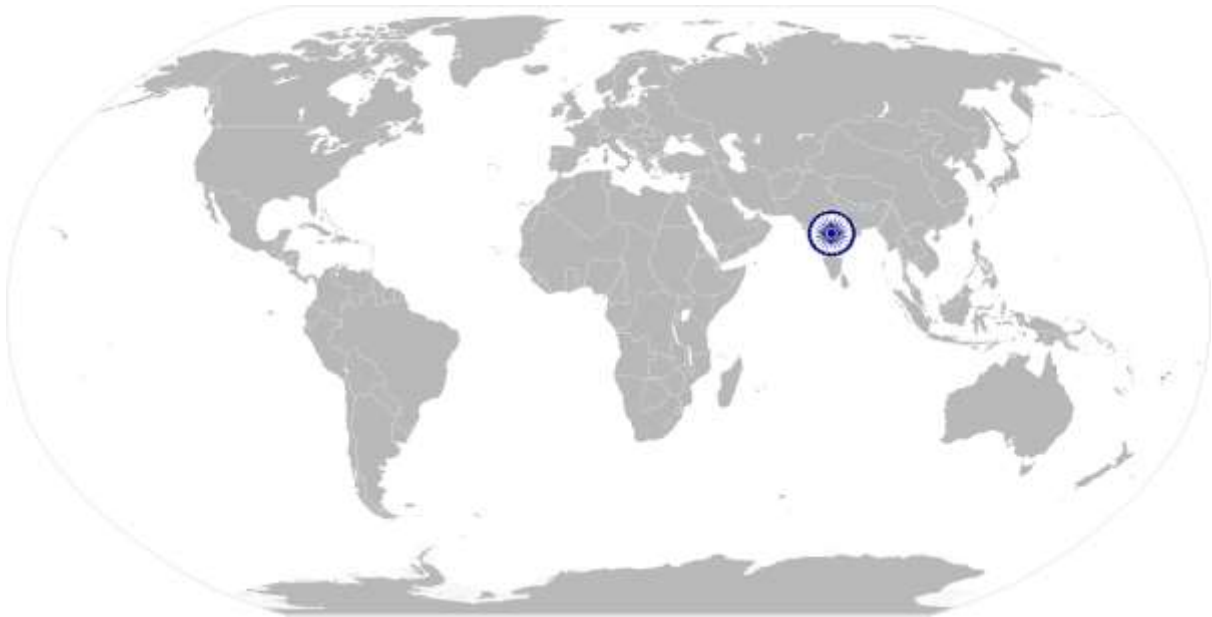
Keywords /Terms	Description
Budget	Budget is an estimate of the total cost of production that may include a Break-up of cost components.
Creative Brief	Creative brief is a document that captures the key questions that serve as a guide for the production including the vision, objective of the project, target audience, timelines, budgets, milestones, stakeholders etc.
Design	A plan of work produced to show the function or look of an object based on which decision could be drawn upon.
Alerts	Alert is an easy way to stay set up reminders for various activities. It is also used for getting new information. Google Alerts is a content change detection and notification service, offered by the search engine company Google. The service sends emails to the user when it finds new results—such as web pages, newspaper articles, blogs, or scientific research—that match the user's search term
Average Response Time	How long it takes a brand or individual to reply to a customer's message - either positive or negative.
Aesthetic	A set of guidelines and principles that define a piece of work as beautiful and artistic
Storyboard	A graphic organizer in the form of sequence of images that depict how the product will function
Search Engine Marketing SEM	An online strategy with the intention of attracting customers, generating brand awareness, and building trust and loyalty. SEM will increase website's visibility primarily through pay per click ads (PPC).
Engagement	Users interacting with a brand by liking, commenting, sharing posts, images, etc.
Google+	Google's social network that allows users to connect with friends, family, and professionals. You can share photos, send messages, and engage with shared content.
Hootsuite	A dashboard that helps you manage all of your social media marketing accounts, from a single place.
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.
Influencer	A social media user who has the potential to reach a relevant audience - large or small - and create awareness about a trend, topic, brand, or product.

Reach	<ul style="list-style-type: none"> • Post reach - how many unique users who saw a post • Page reach - how many users saw any content posted • Organic reach - how many users saw a content, of their own accord • Paid reach - how many users saw a promoted piece
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 keys 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.



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 developing a social media marketing strategy based on organization's goals and objectives.

MES/N0712

Develop social media strategy

National Occupational Standard

Unit Code	MES/N0712
Unit Title (Task)	Develop social media strategy
Description	This OS unit is about developing an effective social media marketing strategy based on the organization's goals and objectives
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Set-up social media marketing goals • Identify and understand the target audience • Identify the social media channels and set-up campaign budgets • Define KPIs to measure performance of campaigns
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Set-up social media marketing goals	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. identify and understand organization's objectives for aligning social media marketing campaigns towards it</p> <p>PC2. set-up clear, specific and measurable goals for each social media marketing campaign</p>
Identify and understand the target audience	<p>PC3. analyze current customer base to find out their common characteristics and interests</p> <p>PC4. research about the key competitors to identify who they are targeting and who are their current customers</p> <p>PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research</p>
Identify the social media channels and set-up campaign budgets	<p>PC6. identify the social media networks to be targeted based on the defined objectives and goals</p> <p>PC7. set-up and allocate the budget for each social media network</p>
Define KPIs to measure performance of campaigns	<p>PC8. define key performance indicators (KPI) for each social media marketing campaign to measure their outcome</p> <p>PC9. set-up the frequency of performance reports to be created and shared with the stakeholders</p>

MES/N0712

Develop social media strategy

Knowledge and Understanding (K)	
<p>A. Organizational Context (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KA1. the creative vision and elements of production relevant to his/her job role KA2. company's website analysis KA3. market positioning and competition analysis KA4. technique and workflow followed in the organization KA5. standard operating procedures of the organization about social media marketing KA6. documentation requirements for each procedure carried out as part of roles and responsibilities KA7. organizational and professional code of ethics and standards of practice KA8. safety and health policies and regulations for the workplace
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. the current requirements of the organization regarding social media tools and techniques KB2. market research, market conditions and competitor data regarding social media tools and strategies KB3. use of social and digital media platforms effectively KB4. applicable copyright norms and Intellectual Property rights KB5. threats and opportunities in user generated content surrounding the business KB6. assess current social media trends and campaign analysis KB7. develop cost-benefit analysis for new digital media strategies KB8. use and implement different tools of online media available in the market KB9. monitor effective performance of digital media by reviewing the results KB10. applicable health and safety guidelines pertaining to working for long periods on digital machines
Skills (S)	
<p>A. Core Skills/</p>	<p>Writing and Editing Skills</p>

MES/N0712

Develop social media strategy

Generic Skills	The user/individual on the job needs to know and understand how to: SA1. copy write and edit social media advertisements SA2. create competitor analysis report with their product / service offerings, customers and target market SA3. create audience analysis report from the data provided by the web and social analytics tools
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA4. read policies and regulations pertinent to the job SA5. stay abreast with the latest social media marketing trends and best practices
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA6. communicate with the product manager to understand the requirements of social media marketing SA7. communicate with employees to make them understand the use and benefits of social media networks for company's branding SA8. interact with social media executives to ensure proper implementation of defined social media marketing strategies
B. Professional Skills	Decision making
	The user/individual on the job needs to know and understand how to: SB1. analyze the needs of online media and social networking sites to design proper strategy
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. plan the activities, workflow, resourcing and timelines in accordance with the creative and technical requirements SB3. manage deadlines successfully on time SB4. plan work to be assigned on a daily basis SB5. ensure proper implementation of social media strategies designed
	Customer Centricity

MES/N0712

Develop social media strategy

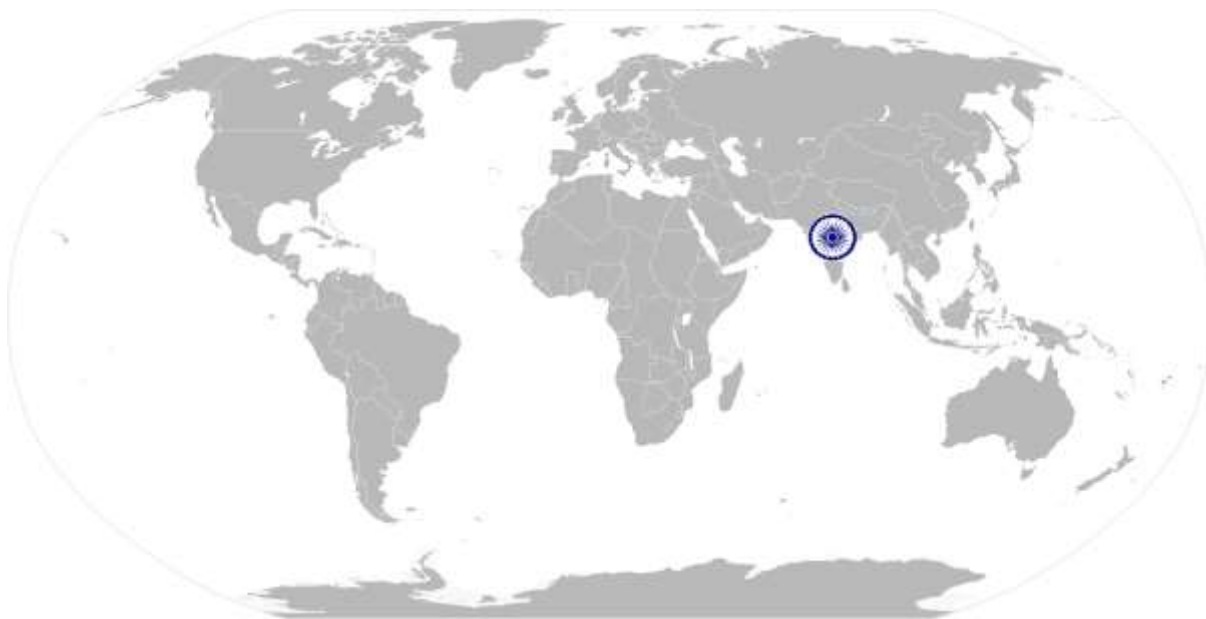
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB6. check that their own work meets customer requirements SB7. ensure that organization's needs and requirements are assessed SB8. ensure that the designed strategies are aligned with the needs of the social media campaign
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB9. critically analyse the response of their campaign and work for the improvement SB10. handle unfavorable comparisons of the online marketing strategies with competitor's products SB11. ensure that the social media strategies are hurdle-free for the potential customer SB12. ensure all arrangements and documentation are done on time
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB13. analyze social media performance of a campaign/creative
	<p>Critical thinking</p>
<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB14. analyze and understand past campaign's data and use it to identify best performing social media marketing campaigns SB15. evaluate the information gathered from the online consumers for the effectiveness of social media marketing strategies 	

MES/N0712

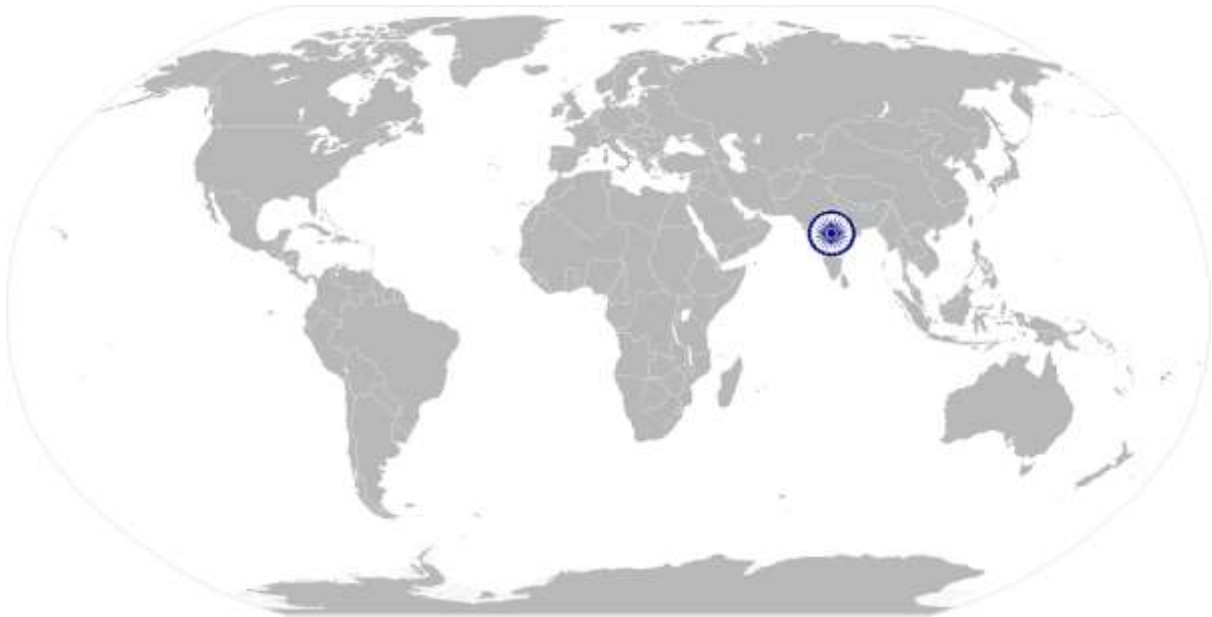
Develop social media strategy

NOS Version Control

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Sector	Media and Entertainment	Drafted on	20/10/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022



National Occupational Standard



Overview

This Occupational standard describes the knowledge, understanding and skills required in an individual to implement the social media strategy effectively.

MES/N0713

Plan social media strategy

National Occupational Standard

Unit Code	MES/N0713
Unit Title (Task)	Plan social media strategy
Description	This NOS unit is about planning and organizing individual's work in order to complete it to the required standards on time
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Set-up the campaigns • Delegate tasks to the team members • Review the set-up of campaigns
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Set-up the campaigns	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. set-up the campaigns based on the defined social media marketing strategy PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources PC3. manage the social media strategy in line with overall organization's objectives and goals
Delegate tasks to the team members	<ul style="list-style-type: none"> PC4. identify the campaign requirements such as content, creatives, budget, landing pages etc. PC5. delegate the campaign tasks to the team members along with set completion deadline PC6. monitor the work progress, review the quality and give feedback to the team members
Review the set-up of campaigns	<ul style="list-style-type: none"> PC7. test and ensure the conversion tracking is set-up properly for each campaign PC8. review the target audience, daily budget and scheduling of all the campaigns PC9. review and ensure that the campaign budgets are set-up as per the plan
Knowledge and Understanding (K)	

MES/N0713

Plan social media strategy

<p>A. Organizational Context (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KA1. the creative vision and elements of production, relevant to his/her job role KA2. project pipeline/schedule and timelines for the campaign KA3. intended purpose of the design that needs to be created KA4. standard operating procedures of the organization about tools and techniques of online media and internet business models KA5. documentation requirements for each procedure carried out as part of roles and responsibilities KA6. organizational and professional code of ethics and standards of practice KA7. safety and health policies and regulations for the workplace
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. source images / videos for the usage in social media marketing campaigns KB2. effective benchmarks for measuring the impact of social media marketing KB3. use of social media techniques and tools KB4. the scheduling of the campaigns based on day and time KB5. target audience based on their demographics and interests KB6. the conversion tracking for campaigns on different social media networks
<p>Skills (S) (Optional)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. do copy writing and editing of the advertising copies SA2. prepare cost estimates for social media marketing campaigns SA3. write proficiently in at least one language SA4. draft documents to brief the team members about their tasks and deadlines SA5. create progress report on the execution of social media marketing campaigns
	<p>Reading Skills</p>
<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA6. read and understand the description of the product/campaign before making strategies SA7. read policies and regulations pertinent to the job 	

MES/N0713

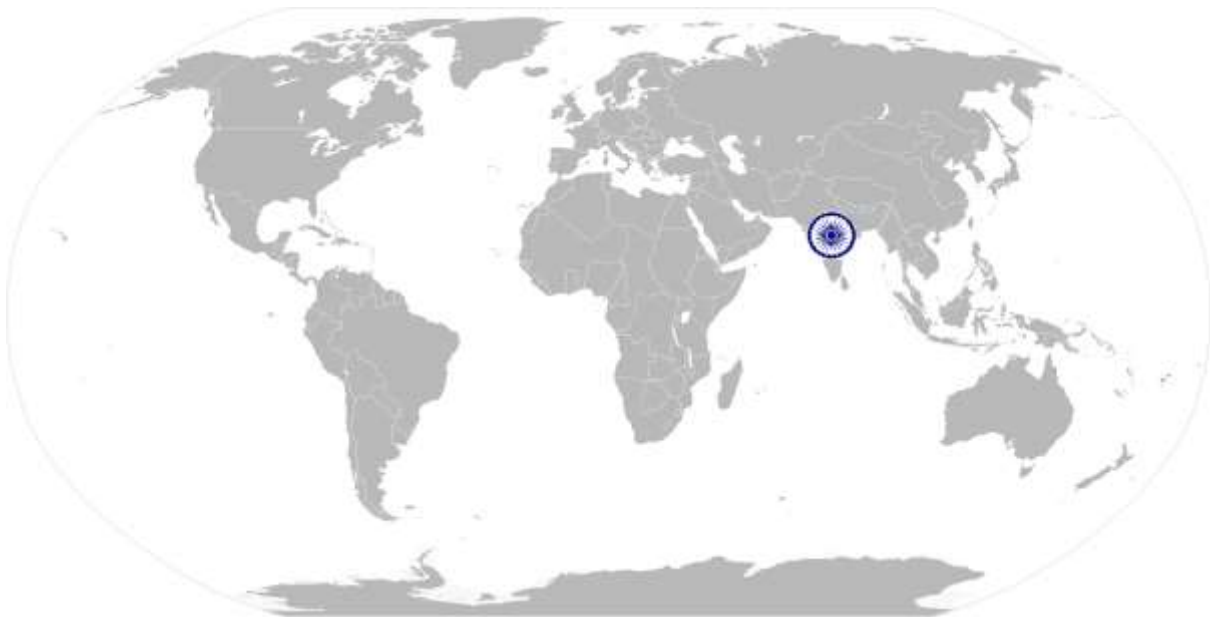
Plan social media strategy

	SA8. regularly update his knowledge through surfing the internet with its latest trends, keywords, hashtags etc
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA9. communicate with the product manager to understand the requirements of online media SA10. communicate with employees to make them understand the use of online marketing tools designed. SA11. interact with social media executive to ensure proper usage of designed online marketing strategies
	Plan and Organize
B. Professional Skills	The user/individual on the job needs to know and understand how to: SB1. plan and prioritize work according to the work plan
	Decision making
	The user/individual on the job needs to know and understand how to: SB2. finalize the design as per the project requirement SB3. analyze the requirements of social networking sites to design proper strategy
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB4. ensure that organization's needs and requirements are assessed SB5. ensure that the strategies are aligned with the needs of the sales function
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB6. critically analyse the response of their campaign and work for the improvement SB7. handle unfavorable comparisons of the online marketing strategies with competitor's products SB8. ensure that the social media strategies are hurdle-free for the potential customer SB9. ensure all arrangements and documentation are done on time
	Analytical Thinking

MES/N0713

Plan social media strategy

	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none">SB10. analyze the impact of various advertising elements on overall campaign performanceSB11. analyze unique social media tools that are required in the organization.
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none">SB12. evaluate the information gathered from the employees to ensure effectiveness of social media strategies implemented



MES/N0713

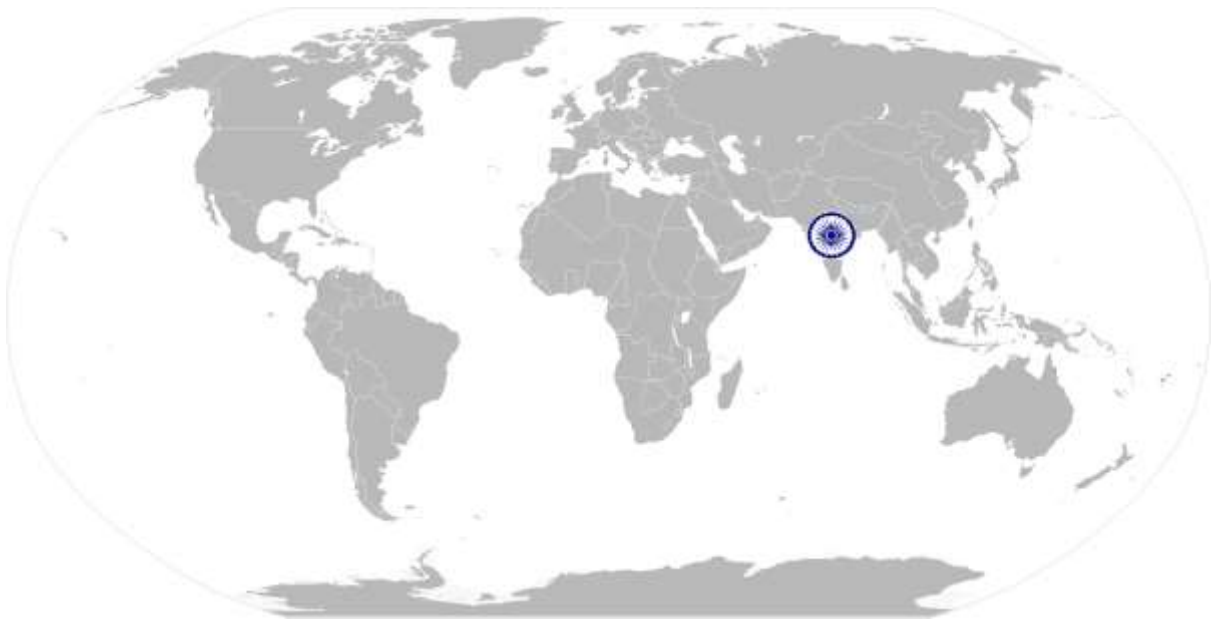
Plan social media strategy

NOS Version Control

NOS Code	MES/N0713		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	20/10/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
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National Occupational Standard



Overview

This Occupational standard describes preparing and managing the budget.

MES/N0714

Prepare and manage the budget

National Occupational Standard

Unit Code	MES/N0714
Unit Title (Task)	Prepare and manage the budget
Description	This OS unit is about preparing and managing the social media budget
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Estimating the cost of social media campaign and activities Monitoring the budget
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Estimating the cost of social media campaign and activities	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. determine the budget requirements to conduct the social media campaign including team salaries, tools, content development etc. PC2. determine the sequence of activities in terms of their cost implications and expenses for each item PC3. prepare online campaign budget (either using budgeting/ tabulation software or manually) with details on required expenses for each activity
Monitoring the budget	PC4. track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the finance) in a coordinated and timely manner
Elements	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. the requirements to achieve the corresponding costs KA2. online campaign expenses for previous years and reasons for variations between targets and actual organizational and professional code of ethics and standards of practice KA3. safety, health policies and regulations for the work place
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. implementation, analysis, and optimisation of organic and paid social media marketing activities KB2. tracking and analysis of performance metrics such as impressions,

	<p>engagement, reach, conversion rates, cost per click etc.</p> <p>KB3. development of copy and content for all social media marketing material</p> <p>KB4. how to estimate the sales efforts that would be required to achieve the targets and determine the associated costs</p> <p>KB5. how to update the campaign budgets based on campaign insights</p> <p>KB6. how to split-test different advertisement creatives and copies to optimize campaign's performance</p> <p>KB7. typical areas of overruns and how to build in adequate contingency into the budget</p> <p>KB8. how to document any variances in the budget</p>
Skills (S)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing and Editing Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. prepare and document a online campaign/ activity budget (on Google sheet)</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. read/research the organization's prior budgets and requirements</p> <p>SA3. undertake background research and collect information on expense items</p>
<p>B. Professional Skills</p>	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. discuss and agree on the online campaign/ activity budget with the financier</p> <p>SA5. understand the brief from the financier and any constraints/ limitations on the budget</p> <p>SA6. communicate the final budget to key decision makers, financiers and members of the accounts team</p>
<p>B. Professional Skills</p>	<p>Decision making</p>

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. make relevant decisions related to social media activities required to achieve budget forecasts for the year</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SA8. how to plan expenses and outflow of finances in a manner that is cost effective</p> <p>SA9. how to track the online social media budget, ensure activities stay within the agreed budget and minimize overruns</p> <p>SA10. how to ensure proper implementation of social media budget allotted</p>
	<p>Customer Centricity</p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB1. how to ensure that organization's needs and requirements are assessed</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. critically analyze the response of their campaign and work for the improvement</p> <p>SB3. handle unfavorable comparisons of the online marketing campaigns of competitors with competitor's budget strategy</p>
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB4. how to assess the impact of selecting online social media activities and its impact on the budget requirements</p> <p>SB5. how to analyse the budget for social media tools that are required in the organization</p>
	<p>Critical thinking</p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. evaluate the data gathered from the paid online campaign for the effectiveness of online marketing strategies implemented</p>	

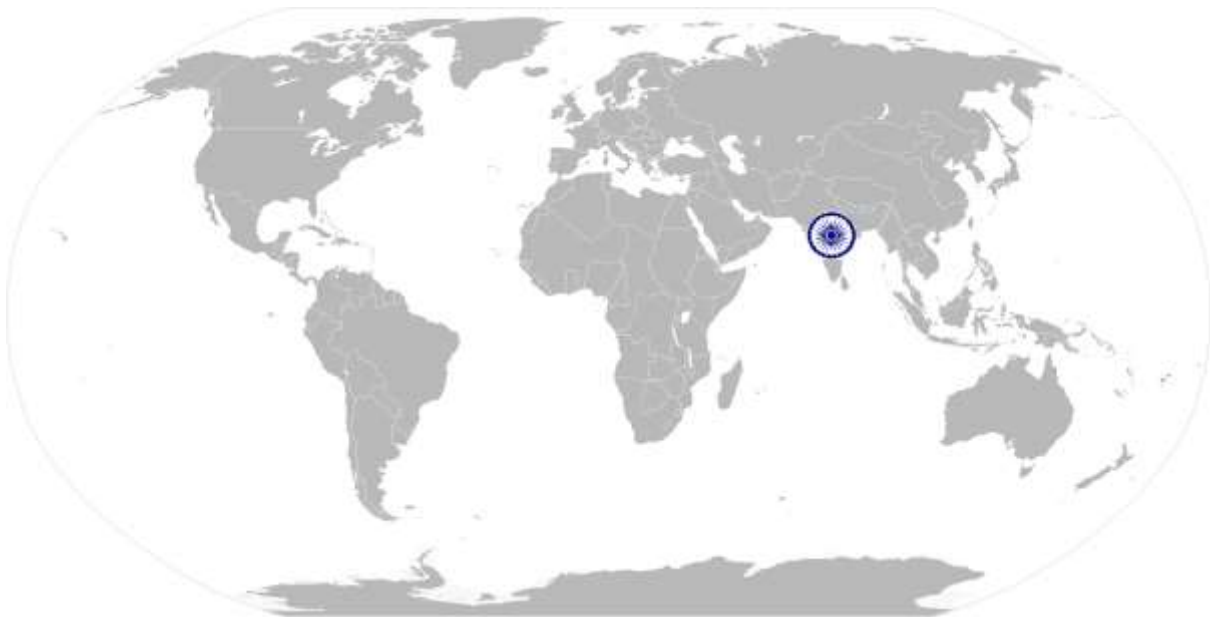


MES/N0714

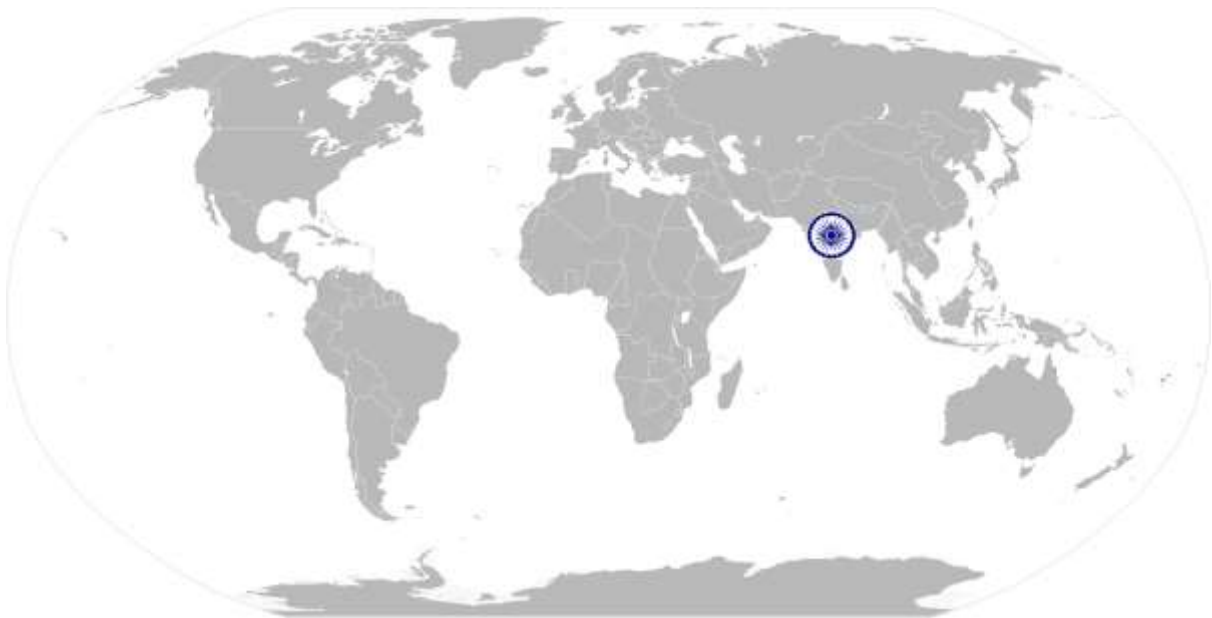
Prepare and manage the budget

NOS Version Control

NOS Code	MES/N0714		
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Sector	Media and Entertainment	Drafted on	20/10/2018
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Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022



National Occupational Standard



Overview

This Occupational standard describes the creation of MIS and analytical reports for tracking the performance of social media campaigns.

MES/N0715

Prepare MIS and analytical report for social media

National Occupational Standard

Unit Code	MES/N0715
Unit Title (Task)	Prepare MIS and analytical report for social media
Description	This OS unit is about creating the MIS (Management Information System) and analytical reports for social media marketing campaigns
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Generate weekly/ monthly / yearly analytic report for social media campaign • Prepare MIS report
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Generate Analytic weekly/monthly/yearly report	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. audit the current social media approach PC2. collect data and statistics (followers, clicks, retweets, favorites etc.) PC3. mix metrics and qualitative analytical report to gauge the success of a product launch, marketing campaign, or event PC4. prepare an explanatory piece of research PC5. present information in an easy to understand format, that is acceptable to the organization
Prepare MIS report	<ul style="list-style-type: none"> PC6. prepare different types of reports expected by the management/ other internal functions PC7. prepare and present information in the defined format to meet requirements PC8. respond positively to feedback and changes in requirements PC9. review the reports to identify key trends and other variances
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. organizational norms and policies relating to social media KA2. content production process followed by the organization KA3. organizational policies for constructing MIS reports, including the report's format and readability

MES/N0715

Prepare MIS and analytical report for social media

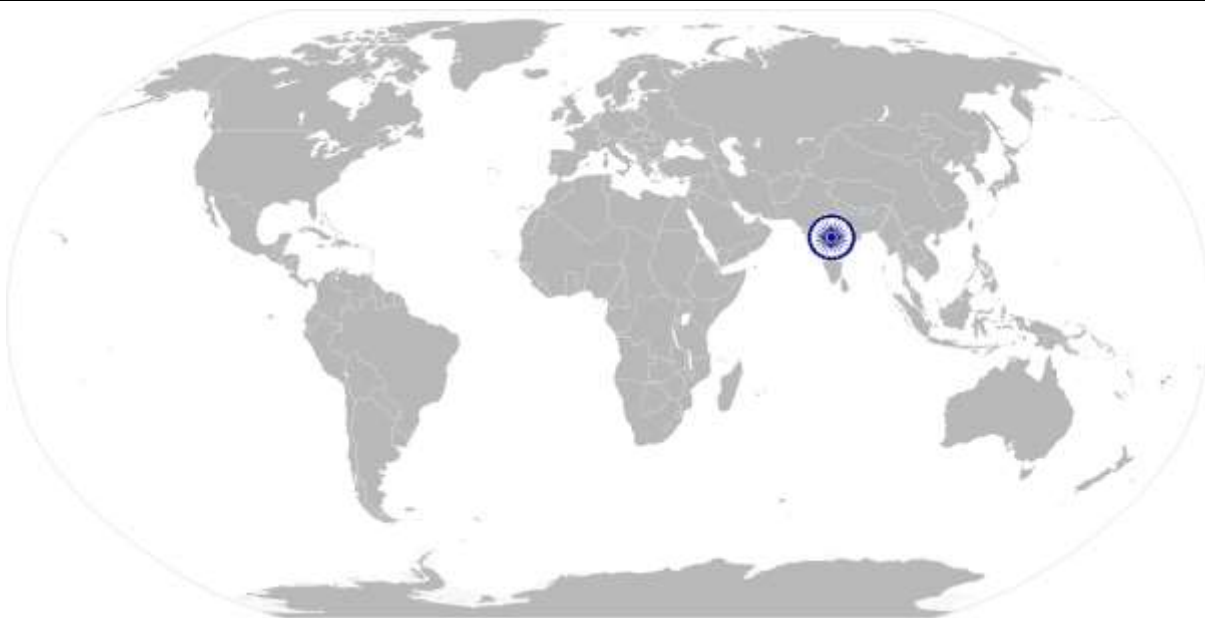
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to organize the collected data</p> <p>KB2. problems and issues which may impact the achievement of objectives and targets</p> <p>KB3. campaign information required to carry out analysis</p> <p>KB4. how to realize the expected output from the MIS reports through the information available</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. document the data provided by the social media advertising platforms</p> <p>SA2. document the data provided by the web analytics tools</p> <p>SA3. create the website traffic and conversion report</p> <p>SA4. create and maintain social media activity related databases</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. read and understand instructions, policies, procedures and norms regarding MIS reportage</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. liaise with relevant departments to understand reporting requirements</p>
<p>B. Professional Skills</p>	<p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. plan and prioritize work according to the requirements</p> <p>SB2. organize and interpret data in a detailed, organized manner, ensuring that no potential issues are overlooked</p> <p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. finalize the detailed analytical report</p>

MES/N0715

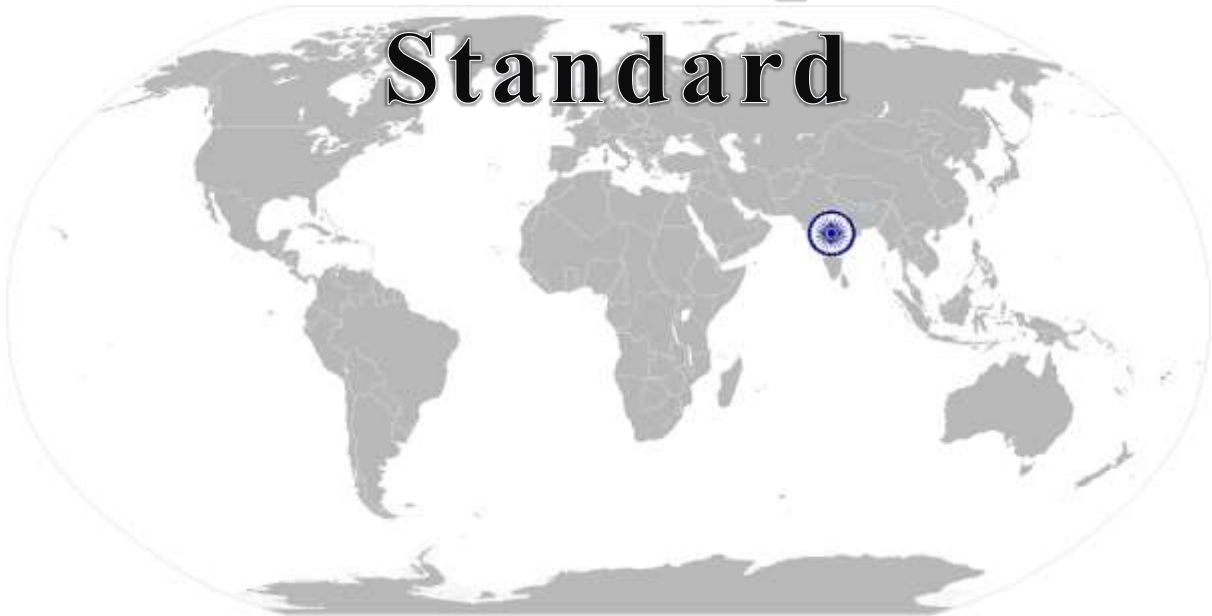
Prepare MIS and analytical report for social media

NOS Version Control

NOS Code	MES/N0715		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	20/10/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022



National Occupational Standard



Overview

This unit is about working effectively with colleagues, either in own work group or in other work groups and manage a team within organization.

MES/N0716

Manage a team

National Occupational Standard

Unit Code	MES/N0716
Unit Title (Task)	Manage a team
Description	This OS unit is about effectively working with colleagues and managing a team within the organization.
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Interact and communicate effectively with colleagues • Manage social media team and monitor achievement of targets
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Interact and communicate effectively with colleagues	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written) PC2. lead a team to achieve the target PC3. pass on information to colleagues in line with organizational requirements in an effective manner PC4. adhere to commitments made to team members PC5. share feedback and analyse gaps in work performance PC6. comply with organization's policies and procedures for working with colleagues
Manage social media team and monitor achievement of targets	<ul style="list-style-type: none"> PC8. develop plan to achieve targets through delegation and control PC9. lead, monitor and motivate the social media team to achieve targets PC10. supervise meetings with other executives to monitor online campaign/activities and suggest ways/methods to improve performance PC11. prepare a monthly performance report PC12. resolve conflicts and escalate issues (where required) for better team structure
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company /	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. the overall social media strategy, plan and budget

MES/N0716

Manage a team

<p>organization and its processes)</p>	<p>KA2. online campaign/activity and targets for each segment</p> <p>KA3. organization's policies and procedures for working with colleagues</p> <p>KA4. importance of effective communication and establishing good working relationships with colleagues</p> <p>KA5. different methods of communication and the circumstances in which it is appropriate to use these</p> <p>KA6. importance of creating an environment of trust and mutual respect</p> <p>KA7. implications of his/her work on the work and schedule of others</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. different types of information that colleagues might need and the importance of providing this information when it is required</p> <p>KB2. importance of helping colleagues with problems, in order to meet set deadlines and quality standards</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. complete written work with attention to detail</p> <p>SA2. write documents related to Key result area , performance management</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read and understand the description of the product/campaign before making strategies</p> <p>SA4. read instructions, guidelines/procedures</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. listen effectively and communicate information orally</p> <p>SA6. ask for clarification and advice from the concerned person</p> <p>SA7. discuss work with peers and solicit their feedback on improvements</p>
<p>B. Professional Skills</p>	<p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. plan and prioritize work according to the priorities</p> <p>SB2. make decisions on a suitable course of action or response keeping in</p>

MES/N0716

Manage a team

	view, the resource utilization while meeting commitments
	Decision making
	The user/individual on the job needs to know and understand how to: SB3. plan and organize work to achieve targets and deadlines
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB4. check that the work meets customer/client/organizational requirements
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB5. apply problem solving approaches in different situations
	Critical Thinking
The user/individual on the job needs to know and understand how to: SB6. apply balanced judgments to different situations	

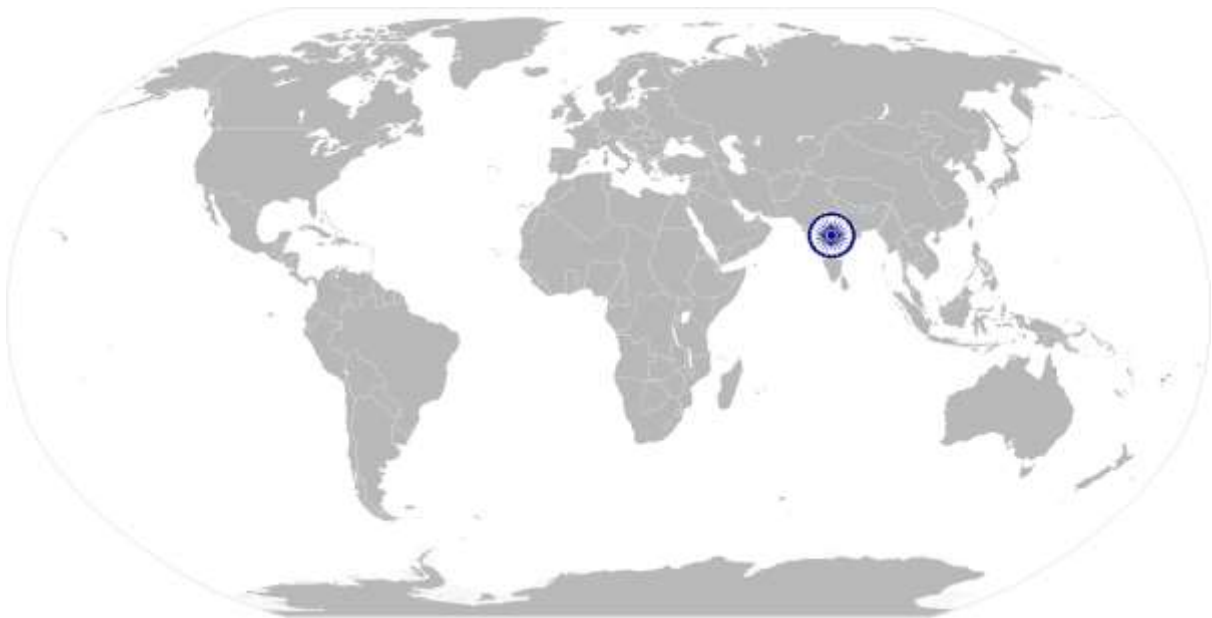


MES/N0716

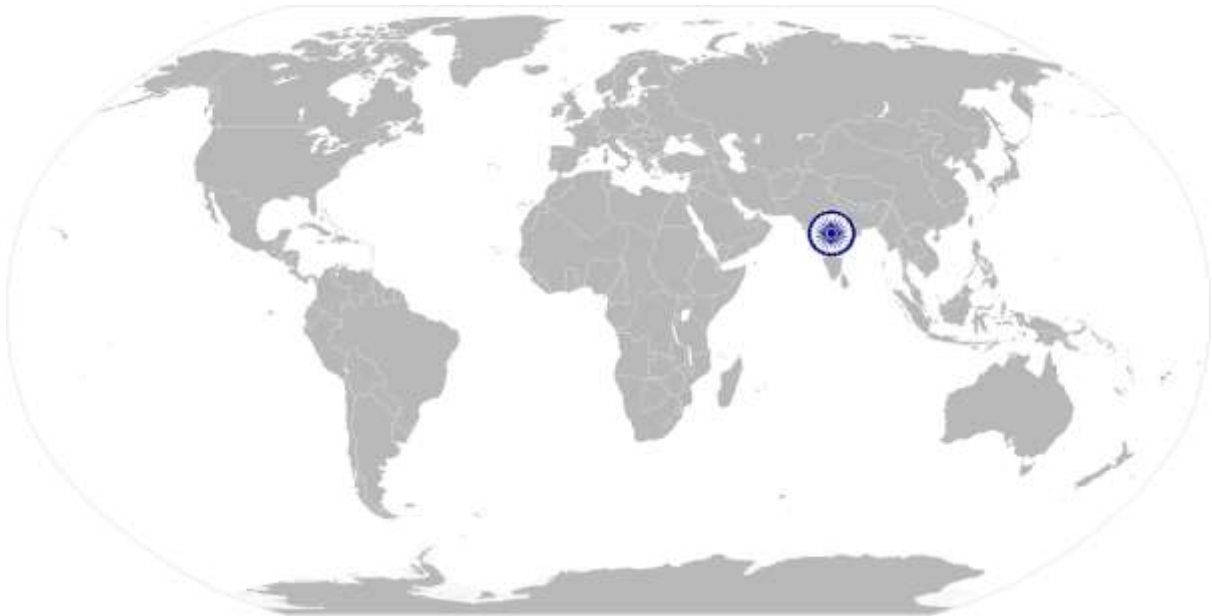
Manage a team

NOS Version Control

NOS Code	MES/N0716		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	20/10/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022



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/N 0104
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. maintain one's posture and position to minimize fatigue and the risk of injury</p> <p>PC2. maintain first aid kit and keep oneself updated on the first aid procedures</p> <p>PC3. identify and document potential risks like sitting postures while using computer, eye fatigue and other hazards in the workplace</p> <p>PC4. accurately maintain accident reports</p> <p>PC5. report health and safety risks/ hazards to concerned personnel</p> <p>PC6. participate in organization health and safety knowledge sessions and drills</p>
Knowing the people responsible for health and safety and the resources available	<p>PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC8. 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>PC9. identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures</p> <p>PC11. identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC12. report any hazards outside the individual's authority to the relevant person in</p>

MES/N0104

Maintain workplace health and safety

	line with organizational procedures and warn other people who may be affected
Complying with procedures in the event of an emergency	<p>PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC14. 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>
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 equipments, 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. write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. write and highlight potential risks or report a hazard to the concerned people</p>
	Reading Skills

MES/N0104

Maintain workplace health and safety

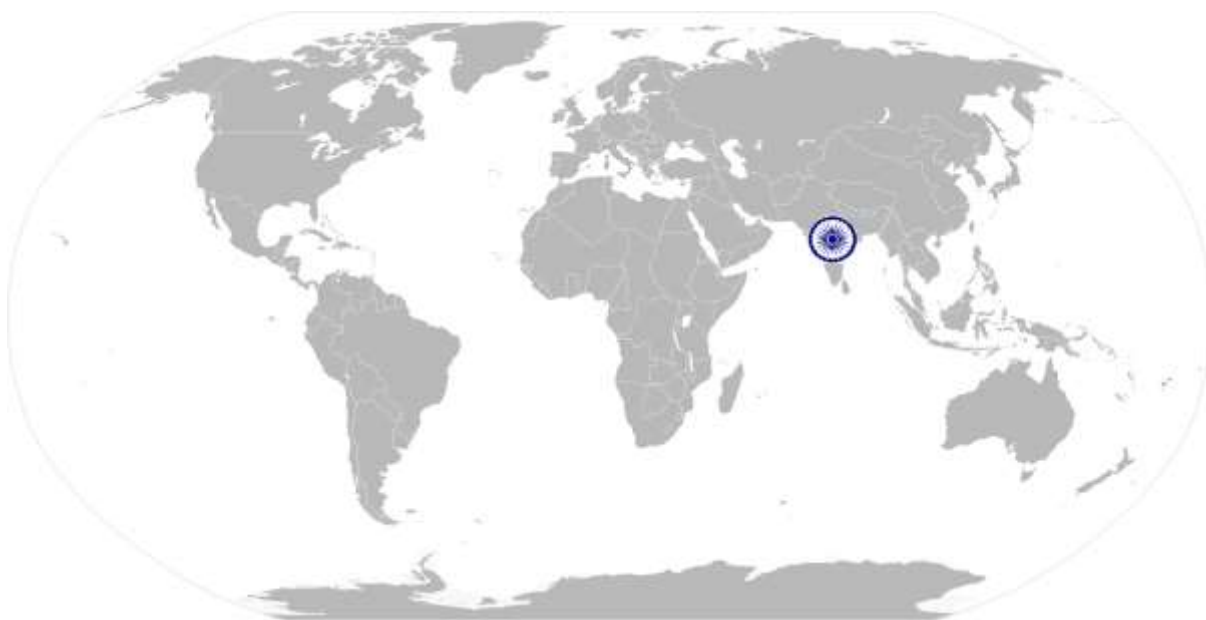
	The user/individual on the job needs to know and understand how to: SA3. read instructions, policies, procedures and norms relating to health and safety
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. highlight potential risks and report hazards to the designated people SA5. listen and communicate information with all concerned or affected
B. Professional Skills	Decision making
	The user/individual on the job needs to know and understand how to: SB1. make decisions on a suitable course of action or plan
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB3. build and maintain positive and effective relationships with colleagues and customers
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. apply problem solving approaches in different situations
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5. analyze data and activities
Critical Thinking	
The user/individual on the job needs to know and understand how to: SB6. understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority SB7. apply balanced judgments in different situations	

MES/N0104

Maintain workplace health and safety

NOS Version Control

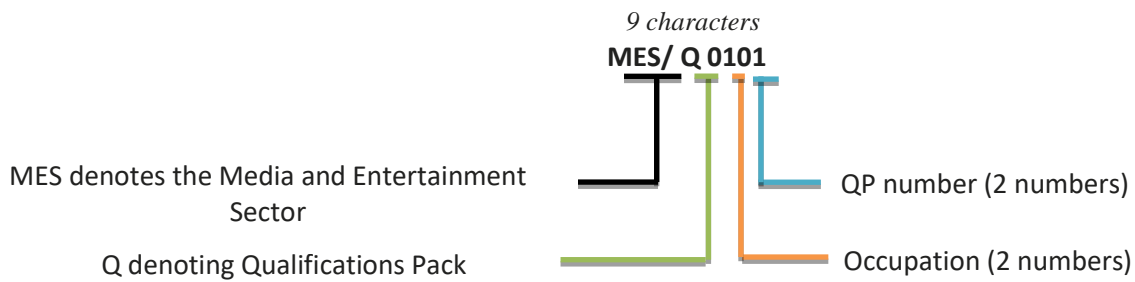
NOS Code	MES/N0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	20/10/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022



Annexure

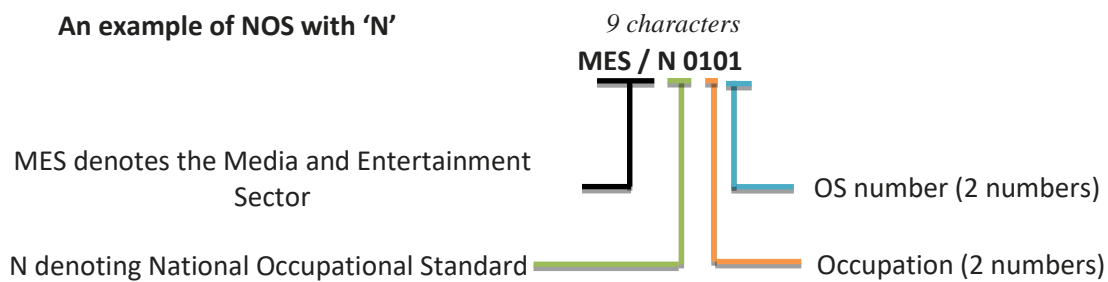
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



[Back to top...](#)

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	Occupation code	01
Next two numbers	QP number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Social Media Manager

Qualification Pack: MES/Q0703

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 part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS			Marks Allocation		
Total Marks : 500			Out Of	Theory	Skills Practical
Assessment outcomes	Assessment criteria for outcomes	Total marks			
1. MES/N0712 (Develop social media strategy)	PC1. identify and understand organization's objectives for aligning social media marketing campaigns towards it	100	15	6	9
	PC2. set-up clear, specific and measurable goals for each social media marketing campaign		10	4	6
	PC3. analyze current customer base to find out their common characteristics and interests		15	6	9
	PC4. research about the key competitors to identify who they are targeting and who are their current customers		10	4	6
	PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research		10	4	6
	PC6. identify the social media networks to be targeted based on the defined objectives and goals		10	4	6
	PC7. set-up and allocate the budget for each social media network		10	4	6
	PC8. define key performance indicators (KPI) for each social media marketing campaign to measure their outcome		10	4	6
	PC9. set-up the frequency of performance reports to be created and shared with the stakeholders		10	4	6

		Total	100	40	60
2. MES/N0713 (Plan social media strategy)	PC1. conduct the set-up of campaigns based on the defined social media marketing strategy	100	10	5	5
	PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources		10	4	6
	PC3. manage the social media strategy in line with overall organization's objectives and goals		15	5	10
	PC4. identify the campaign requirements such as content, creatives, budget, landing pages etc.		10	4	6
	PC5. delegate the campaign tasks to the team members along with set completion deadline		15	5	10
	PC6. monitor the work progress, review the quality and give feedback to the team members		10	4	6
	PC7. test and ensure the conversion tracking is set-up properly for each campaign		10	5	5
	PC8. review the target audience, daily budget and scheduling of all the campaigns		10	4	6
	PC9. review and ensure that the campaign budgets are set-up as per the plan		10	4	6
	Total	100	40	60	
3. MES/N0714 (Prepare and manage the budget)	PC1. determine the budget requirements to conduct the social media campaign including team salaries, tools, content development etc.	100	25	10	15
	PC2. determine the sequence of activities in terms of their cost implications and expenses for each item		25	5	20
	PC3. prepare online campaign budget (either using budgeting/ tabulation software or manually) with details on required expenses for each activity		25	10	15
	PC4. track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the finance) in a coordinated and timely manner		25	10	15
	Total	100	35	65	
4. MES/N0715 (Prepare MIS and analytical report for social media)	PC1. audit the current social media approach	100	10	3	7
	PC2. collect data and statistics (followers, clicks, retweets, favorites etc.)		15	5	10
	PC3. mix metrics and qualitative analytical report to gauge the success of a product launch, marketing campaign, or event		15	5	10
	PC4. prepare an explanatory piece of research		10	3	7
	PC5. present information in an easy to understand format, that is acceptable to the organization		10	3	7
	PC6. prepare different types of reports expected by the management/ other internal functions		10	3	7

	PC7. prepare and present information in the defined format to meet requirements		10	2	8
	PC8. respond positively to feedback and changes in requirements		10	3	7
	PC9. review the reports to identify key trends and other variances		10	3	7
	Total		100	30	70
5. MES/N0716 (Manage a team)	PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)	100	10	3	7
	PC2. lead a team to achieve the target		10	3	7
	PC3. pass on information to colleagues in line with organizational requirements in an effective manner		10	3	7
	PC4. adhere to commitments made to team members		10	3	7
	PC5. share feedback and analyse gaps in work performance		5	2	3
	PC6. comply with organization's policies and procedures for working with colleagues		10	3	7
	PC7. develop plan to achieve targets through delegation and control		5	2	3
	PC8. lead, monitor and motivate the social media team to achieve targets		10	3	7
	PC9. Lead, monitor and motivate the social media team to achieve targets		10	3	7
	PC10. supervise meetings with other executives to monitor online campaign/activities and suggest ways/methods to improve performance		5	2	3
	PC11. prepare a monthly performance report		10	3	7
	PC12. resolve conflicts and escalate issues (where required) for better team structure		5	5	0
	Total		100	35	65
6. MES/N0104 (Maintain workplace health and safety)	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	5	5
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
	PC3. identify and document potential risks like sitting postures while using computer, eye fatigue and other hazards in the workplace		5	2	3
	PC4. accurately maintain accident reports		5	2	3
	PC5. report health and safety risks/ hazards to concerned personnel		10	5	5
	PC6. participate in organization health and safety knowledge sessions and drills		10	5	5

PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	5
PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
PC10. ensure own personal health and safety, and that of others in the workplace through precautionary measures		5	2	3
PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3
PC12. 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		5	2	3
PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		5	2	3
PC14. identify and correct risks like illness, accidents, fires or another natural calamity safely and within the limits of individual's authority		5	2	3
	Total	100	46	54