QP Name: Content Strategist

QP Code: MES/Q2506

QP Version: 1.0

NSQF Level: 5

Model Curriculum Version: 1.0

Media & Entertainment Skills Council, 522-524, DLF Tower-A, Jasola, New Delhi - 110025

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Training Parameters

Sector	Media and Entertainment
Sub-Sector	
Occupation	Digital Media
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2654.0700
Minimum Educational Qualification and Experience	Diploma (after class 12th) with two years of relevant experience OR Graduate with two years of relevant experience OR Class 12th pass with five years of relevant experience OR ITI (After 10th) Pass with five years of relevant experience OR Script Researcher at NSQF Level - 4 with three years of experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	22 Years
Last Reviewed On	
Next Review Date	30/03/2027
NSQC Approval Date	
QP Version	1.0
Model Curriculum Creation Date	
Model Curriculum Valid Up to Date	30/03/2027
Model Curriculum Version	1.0
Minimum Duration of the Course	840 Hours
Maximum Duration of the Course	840 Hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Plan and develop content strategies that use content
- Develop content for suitable media
- Demonstrate ways to market the content
- Maintain workplace health and Safety

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
MES/N2530: Plan and develop content strategies that use content	100:00	140:00			240:00
MES/N2531: Develop Content for suitable Media	110:00	190:00			300:00
MES/N2532: Market the Content	100:00	140:00			240:00
MES/N0104: Maintain workplace health and Safety	20:00	40:00			60:00
Total	330:00	510:00			840:00

Module Details

Module 1: Plan and develop content strategies that use content

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Demonstrate ways of planning, designing, creating, editing, and publishing relevant content based on the company's business objectives and users' needs
- Prepare editorial strategy

Duration: *100:00*	**Duration**: *140:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to :**
- Analyze Digital Media management and content type in line with related trends - Discuss ways to structure a site or campaign and identify the information to be included - Elaborate the importance of studying and referring to available data while creating new content. - Discuss the relevance of performing extensive research and analysis on consumer thoughts and trends - Describe the importance of coordinating with other members of the team and other professionals for effective implementation of strategy. - Explain the relevance of matching content strategy with business objectives	- Demonstrate ways of planning, designing, creating, editing, and publishing relevant content based on the company's business objectives and users' needs - Show how to combine knowledge and experience in digital marketing, content creation, and user experience design - Demonstrate ways to improve the company's website and to increase traffic - Display ways to lay out the goals of content and recognize what type of content is best suited to achieve those goals. - Craft the actual words to persuade and engage the end users to drive them to those goals - Demonstrate ways to oversee writing style and tone for all content - Conduct audience research - Prepare editorial strategy to ensure that the content is consistent across all delivery platforms
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 2: Develop content for suitable media

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Design/Create content bason on the script defined and media to be used.
- Display ways to strategize and improve content delivery and promotion

Duration: 110:00	Duration: 190:00
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to :**
• Discuss the importance of creating specifications and content appropriate for the brand's customer personas • Describe the importance of coordinating with other members of the team and other professionals for effective implementation of strategy. • Illustrate ways in which consistency in brand production can be maintained	• Demonstrate ways of connecting with clients and generating leads by presenting relevant content • Create a content/subject line after conducting research on it. • Display ways to strategize and improve content delivery and promotion • Demonstrate ways to maintain consistency in content production • Demonstrate ways to oversee writing style and tone for all content • Design/Draft the content as per script defined • Compare and analyse the content available at digital media to avoid duplicity and useless content
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 3: Market the content

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Demonstrate ways to market the content and analyze content marketing strategy
- Display how to strategize and improve content delivery and promotion

Duration: *100:00*	**Duration**: *140:00*
Theory – Key Learning Outcomes **After the successful completion of this** **module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this** **module, the Participant will be able to :**
- Elaborate the importance of analyzing content marketing strategy - Discuss the importance and ways of setting up and maintaining a streamlined content workflow and editorial calendar for content operation and production - Enlist strategies to promote content - State the relevance of repurposing and updating/refreshing content	- Develop editorial strategy - Demonstrate ways to track and calculate content ROI - Demonstrate ways to analyze content marketing strategy to evaluate whether it's working or not. - Show how to strategize and improve content delivery and promotion - Display how to distribute content on various channels including social media - Demonstrate ways to update/refresh content - Show how to oversee the team activity and PPC (pay per click)

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements
Relevant softwares

Module 4: Maintain Workplace Health and Safety

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Discuss the health, safety and security risks prevalent in the workplace and report health and safety issues to the person responsible for health and safety and the resources available.
- Comply with procedures in the event of an emergency
- Discuss the various safety precautions to be taken.

Duration: *20:00*	Duration: *40:00*
Theory – Key Learning Outcomes 　　**After the successful completion of this module, the Participant will be ableto:**	**Practical – Key Learning Outcomes** 　　**After the successful completion of this module, the Participant will be able to:**
- Recall health, safety and security- related guidelines and identify the risks involved. - Maintain correct posture while working and maintain and use the first aid kit whenever required. - report health and safety risks/ hazards to concerned personnel - Recall people responsible for health and safety and able to contact in case of emergency - Illustrate security signals and other safety and emergency signals - Explain the process to identify and report risk. - Enumerate and recommend opportunities for improving health, safety, and security to the designated person - Describe how to report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected - complying with procedures in the event of an emergency - Explain the impact of the violation of safety procedures.	- Identify the different types of health and safety hazards in a workplace - Practice safe working practices for own job role - Perform evacuation procedures and other arrangements for handling risks - Perform the reporting of hazard - identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace - Demonstrate the use of Personal Protective Equipment (PPE) appropriately.
Classroom Aids:	
Laptop, whiteboard, marker, projector, Health and Safety Signs and policy	
Tools, Equipment and Other Requirements	
Health and Safety Signs and policy	

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	*Specialization*	*Years*	*Specialization*	
Graduate in relevant field		5	**Relevant experience in digital media required**	3	-	-

Trainer Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Content Strategist" mappedto QP: "MES/Q0000", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	**Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q2601, v1.0 Trainer" with the scoring of a minimum of 80%.**

Assessor Requirements

Assessor Prerequisites					
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training/Assessment Experience**		**Remarks**
		Years	*Specialization*	*Years*	*Specialization*	
Graduate in relevant field		6	**Relevant experience in digital media is required**	3	-	-

Assessor Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Content Strategist" mappedto QP: "MES/Q0000", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	**Recommended that the Assessor is certified for the Job Role: "Assessor", mapped to the Qualification Pack: "MEP/Q2701, v1.0 Assessor" with the scoring of a minimum 80%.**

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment system Overview:-

Assessment will be carried out by MESC affiliated assessment partners. Based on the results of assessment, MESC certifies the learners. Candidates have to pass online theoretical assessment which is approved by MESC. The assessment will have both theory and practical components in 30:70 ratio. While theory assessment is summative and an online written exam; practical will involve demonstrations of applications and presentations of procedures and other components. Practical assessment will also be summative in nature.

Testing Environment:-

Training partner has to share the batch start date and end date, number of trainees and the job role. Assessment is fixed for a day after the end date of training. It could be next day or later. Assessment will be conducted at the training venue. Question bank of theory and practical will be prepared by assessment agency and approved by MESC. From this set of questions, assessment agency will prepare the question paper. Theory testing will include multiple choice questions, pictorial question, etc. which will test the trainee on theoretical knowledge of the subject. The theory and practical assessments will be carried out on same day. If there are candidates in large number, more assessors and venue will be organized on same day of the assessment.

Assessment			
Assessment Type	Formative or Summative	Strategies	Examples
Theory	Summative	Written Examination	Knowledge of facts related to the job role and functions. Understanding of principles and concepts related to the job role and functions
Practical	Summative	Structured tasks	Presentation
Viva	Summative	Questioning and Probing	Mock interview on topics

Assessment Quality Assurance framework

Only certified assessor can be assigned for conducting assessment. Provision of 100 % video recording with clear audio to be maintained and the same is to be submitted to MESC. The training partner will intimate the time of arrival of the assessor and time of leaving the venue.

Methods of Validation:-

Unless the trainee is registered, the person cannot undergo assessment. To further ensure that the person registered is the person appearing for assessment, id verification will be carried out. Aadhar card number is required of registering the candidate for training. This will form the basis of further verification during the assessment. Assessor conducts the assessment in accordance with the assessment guidelines and question bank as per the job role. The assessor carries tablet with the loaded questions. This tablet is geotagged and so it is monitored to check their arrival and completion of assessment. Video of the practical session is prepared and submitted to MESC. Random spot checks/audit is conducted by MESC assigned persons to check the quality of assessment. Assessment agency will be responsible to put details in SIP. MESC will also validate the data and result received from the assessment agency.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by MESC assessment team. After upload, only MESC can access this data. MESC approves the results within a week and uploads it.