**Qualification Pack**



# Social Media Manager

QP Code: MES/Q0703

Version: 2.0

NSQF Level: 5

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola, New Delhi
110025

# Contents

# MES/Q0703: Social Media Manager

## 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.

## Applicable National Occupational Standards (NOS)

### Compulsory NOS:

1. MES/N0712: Develop social media strategy

2. MES/N0716: Manage a team

3. MES/N0713: Plan social media strategy

4. MES/N0715: Prepare MIS and analytical report for social media

5. MES/N0714: Prepare and manage the budget

6. MES/N0104: Maintain Workplace Health & Safety

## Qualification Pack (QP) Parameters

| | |
|---|---|
| **Sector** | Media & Entertainment |
| **Sub-Sector** | Digital |
| **Occupation** | Marketing/Advertising Sales/Traffic |
| **Country** | India |
| **NSQF Level** | 5 |

| Credits | NA |
|---|---|
| **Aligned to NCO/ISCO/ISIC Code** | NCO-2015/2432.0201 |
| **Minimum Educational Qualification & Experience** | Post Graduate <br> OR <br> Graduate (Digital Marketing/Social Media) with 1 Year of experience <br> OR <br> Graduate with 2 Years of experience <br> OR <br> Diploma (Three years diploma after Class 12th) with 2 Years of experience <br> OR <br> 12th Class with 5 Years of experience <br> OR <br> Certificate-NSQF (Social Media Executive/Search Engine Optimization / Marketing Executive at NSQF Level-4 ) with 3 Years of experience |
| **Minimum Level of Education for Training in School** | Not Applicable |
| **Pre-Requisite License or Training** | NA |
| **Minimum Job Entry Age** | 20 Years |
| **Last Reviewed On** | 24/02/2022 |
| **Next Review Date** | 23/02/2027 |
| **NSQC Approval Date** | 24/02/2022 |
| **Version** | 2.0 |
| **Reference code on NQR** | 2022/ME/MESC/05445 |
| **NQR Version** | 1.0 |

# MES/N0712: Develop social media strategy

## Description

This OS unit is about developing an effective social media marketing strategy based on the organizations goals and objectives

## Elements and Performance Criteria

*Set-up social media marketing goals*

To be competent, the user/individual on the job must be able to:

**PC1.** identify and understand organizations objectives for aligning social media marketing campaigns towards it

**PC2.** set-up clear, specific and measurable goals for each social media marketing campaign

*Identify and understand the target audience*

To be competent, the user/individual on the job must be able to:

**PC3.** analyze current customer base to find out their common characteristics and interests

**PC4.** research about the key competitors to identify who they are targeting and who are their current customers

**PC5.** create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research

*Identify the social media channels and set-up campaign budgets*

To be competent, the user/individual on the job must be able to:

**PC6.** identify the social media networks to be targeted based on the defined objectives and goals

**PC7.** set-up and allocate the budget for each social media network

*Define KPIs to measure performace of campaigns*

To be competent, the user/individual on the job must be able to:

**PC8.** define key performance indicators (KPI) for each social media marketing campaign to measure their outcome

**PC9.** set-up the frequency of performance reports to be created and shared with the stakeholders

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** the creative vision and elements of production relevant to his/her job role

**KU2.** companys website analysis

**KU3.** market positioning and competition analysis

**KU4.** technique and workflow followed in the organization

**KU5.** standard operating procedures of the organization about social media marketing

**KU6.** documentation requirements for each procedure carried out as part of roles and responsibilities

**KU7.** organizational and professional code of ethics and standards of practice

**KU8.** safety and health policies and regulations for the workplace

**KU9.** the current requirements of the organization regarding social media tools and techniques

**KU10.** market research, market conditions and competitor data regarding social media tools and strategies

**KU11.** use of social and digital media platforms effectively

**KU12.** applicable copyright norms and Intellectual Property rights

**KU13.** threats and opportunities in user generated content surrounding the business

**KU14.** assess current social media trends and campaign analysis

**KU15.** develop cost-benefit analysis for new digital media strategies

**KU16.** use and implement different tools of online media available in the market

**KU17.** monitor effective performance of digital media by reviewing the results

**KU18.** applicable health and safety guidelines pertaining to working for long periods on digital machines

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** copy write and edit social media advertisements

**GS2.** create competitor analysis report with their product / service offerings, customers and target market

**GS3.** create audience analysis report from the data provided by the web and social analytics tools

**GS4.** read policies and regulations pertinent to the job

**GS5.** stay abreast with the latest social media marketing trends and best practices

**GS6.** communicate with the product manager to understand the requirements of social media marketing

**GS7.** communicate with employees to make them understand the use and benefits of social media networks for companys branding

**GS8.** interact with social media executives to ensure proper implemenation of defined social media marketing strategies

**GS9.** analyze the needs of online media and social networking sites to design proper strategy

**GS10.** plan the activities, workflow, resourcing and timelines in accordance with the creative and technical requirements

**GS11.** manage deadlines successfully on time

**GS12.** plan work to be assigned on a daily basis

**GS13.** ensure proper implementation of social media strategies designed

**GS14.** check that their own work meets customer requirements

**GS15.** ensure that organizations needs and requirements are assessed

**GS16.** ensure that the designed strategies are aligned with the needs of the social media campaign

**GS17.** critically analyse the response of their campaign and work for the improvement

**GS18.** handle unfavorable comparisons of the online marketing strategies with competitors products

**GS19.** ensure that the social media strategies are hurdle-free for the potential customer

**GS20.** ensure all arrangements and documentation are done on time

**GS21.** analyze social media performance of a campaign/creative

**GS22.** analyze and understand past campaigns data and use it to identify best performing social media marketing campaigns

**GS23.** evaluate the information gathered from the online consumers for the effectiveness of social media marketing strategies

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Set-up social media marketing goals* | **10** | **15** | **-** | **-** |
| **PC1.** identify and understand organizations objectives for aligning social media marketing campaigns towards it | 6 | 9 | - | - |
| **PC2.** set-up clear, specific and measurable goals for each social media marketing campaign | 4 | 6 | - | - |
| *Identify and understand the target audience* | **14** | **21** | **-** | **-** |
| **PC3.** analyze current customer base to find out their common characteristics and interests | 6 | 9 | - | - |
| **PC4.** research about the key competitors to identify who they are targeting and who are their current customers | 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 | 4 | 6 | - | - |
| *Identify the social media channels and set-up campaign budgets* | **8** | **12** | **-** | **-** |
| **PC6.** identify the social media networks to be targeted based on the defined objectives and goals | 4 | 6 | - | - |
| **PC7.** set-up and allocate the budget for each social media network | 4 | 6 | - | - |
| *Define KPIs to measure performace of campaigns* | **8** | **12** | **-** | **-** |
| **PC8.** define key performance indicators (KPI) for each social media marketing campaign to measure their outcome | 4 | 6 | - | - |
| **PC9.** set-up the frequency of performance reports to be created and shared with the stakeholders | 4 | 6 | - | - |
| **NOS Total** | **40** | **60** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | MES/N0712 |
| **NOS Name** | Develop social media strategy |
| **Sector** | Media & Entertainment |
| **Sub-Sector** | Digital |
| **Occupation** | Marketing / Advertising Sales / Traffic |
| **NSQF Level** | 6 |
| **Credits** | TBD |
| **Version** | 1.0 |
| **Last Reviewed Date** | 24/02/2022 |
| **Next Review Date** | 23/02/2027 |
| **NSQC Clearance Date** | 24/02/2022 |

# MES/N0716: Manage a team

## Description

This OS unit is about effectively working with colleagues and managing a team within the organization.

## Elements and Performance Criteria

*Interact and communicate effectively with colleagues*

To be competent, the user/individual on the job must be able to:

**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 organizations policies and procedures for working with colleagues

*Manage social media team and monitor achievement of targets*

To be competent, the user/individual on the job must be able to:

**PC7.** develop plan to achieve targets through delegation and control

**PC8.** oversee and lead the work of a group of people in many instances

**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 (KU)

The individual on the job needs to know and understand:

**KU1.** the overall social media strategy, plan and budget

**KU2.** online campaign/activity and targets for each segment

**KU3.** organizations policies and procedures for working with colleagues

**KU4.** importance of effective communication and establishing good working relationships with colleagues

**KU5.** different methods of communication and the circumstances in which it is appropriate to use these

**KU6.** importance of creating an environment of trust and mutual respect

**KU7.** implications of his/her work on the work and schedule of others

**KU8.** different types of information that colleagues might need and the importance of providing this information when it is required

**KU9.** importance of helping colleagues with problems, in order to meet set deadlines and quality standards

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** complete written work with attention to detail

**GS2.** write documents related to Key result area , performance management

**GS3.** read and understand the description of the product/campaign before making strategies

**GS4.** read instructions, guidelines/procedures

**GS5.** listen effectively and communicate information orally

**GS6.** ask for clarification and advice from the concerned person

**GS7.** discuss work with peers and solicit their feedback on improvements

**GS8.** plan and prioritize work according to the priorities

**GS9.** make decisions on a suitable course of action or response keeping in view, the resource utilization while meeting commitments

**GS10.** plan and organize work to achieve targets and deadlines

**GS11.** check that the work meets customer/client/organizational requirements

**GS12.** apply problem solving approaches in different situations

**GS13.** apply balanced judgments to different situations

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Interact and communicate effectively with colleagues* | **17** | **38** | **-** | **-** |
| **PC1.** maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written) | 3 | 7 | - | - |
| **PC2.** lead a team to achieve the target | 3 | 7 | - | - |
| **PC3.** pass on information to colleagues in line with organizational requirements in an effective manner | 3 | 7 | - | - |
| **PC4.** adhere to commitments made to team members | 3 | 7 | - | - |
| **PC5.** share feedback and analyse gaps in work performance | 2 | 3 | - | - |
| **PC6.** comply with organizations policies and procedures for working with colleagues | 3 | 7 | - | - |
| *Manage social media team and monitor achievement of targets* | **18** | **27** | **-** | **-** |
| **PC7.** develop plan to achieve targets through delegation and control | 2 | 3 | - | - |
| **PC8.** oversee and lead the work of a group of people in many instances | 3 | 7 | - | - |
| **PC9.** lead, monitor and motivate the social media team to achieve targets | 3 | 7 | - | - |
| **PC10.** supervise meetings with other executives to monitor online campaign / activities and suggest ways/methods to improve performance | 2 | 3 | - | - |
| **PC11.** prepare a monthly performance report | 3 | 7 | - | - |
| **PC12.** resolve conflicts and escalate issues (where required) for better team structure | 5 | - | - | - |
| **NOS Total** | **35** | **65** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | MES/N0716 |
| **NOS Name** | Manage a team |
| **Sector** | Media & Entertainment |
| **Sub-Sector** | Digital |
| **Occupation** | Marketing |
| **NSQF Level** | 6 |
| **Credits** | TBD |
| **Version** | 1.0 |
| **Last Reviewed Date** | 24/02/2022 |
| **Next Review Date** | 23/02/2027 |
| **NSQC Clearance Date** | 24/02/2022 |

# MES/N0713: Plan social media strategy

## Description

This NOS unit is about planning and organizing individuals work in order to complete it to the required standards on time

## Elements and Performance Criteria

### *Set-up the campaigns*

To be competent, the user/individual on the job must be able to:

**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 organizations objectives and goals

### *Delegate tasks to the team members*

To be competent, the user/individual on the job must be able to:

**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*

To be competent, the user/individual on the job must be able to:

**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 (KU)

The individual on the job needs to know and understand:

**KU1.** the creative vision and elements of production, relevant to his/her job role

**KU2.** project pipeline/schedule and timelines for the campaign

**KU3.** intended purpose of the design that needs to be created

**KU4.** standard operating procedures of the organization about tools and techniques of online media and internet business models

**KU5.** documentation requirements for each procedure carried out as part of roles and responsibilities

**KU6.** organizational and professional code of ethics and standards of practice

**KU7.** safety and health policies and regulations for the workplace

**KU8.** source images / videos for the usage in social media marketing campaigns

**KU9.** effective benchmarks for measuring the impact of social media marketing

**KU10.** use of social media techniques and tools

**KU11.** the scheduling of the campaigns based on day and time

**KU12.** target audience based on their demographics and interests

**KU13.** the conversion tracking for campaigns on different social media networks

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** do copy writing and editing of the advertising copies

**GS2.** prepare cost estimates for social media marketing campaigns

**GS3.** write proficiently in at least one language

**GS4.** draft documents to brief the team members about their tasks and deadlines

**GS5.** create progress report on the execution of social media marketing campaigns

**GS6.** read and understand the description of the product/campaign before making strategies

**GS7.** read policies and regulations pertinent to the job

**GS8.** regularly update his knowledge through surfing the internet with its latest trends, keywords, hashtags etc

**GS9.** communicate with the product manager to understand the requirements of online media

**GS10.** communicate with employees to make them understand the use of online marketing tools designed.

**GS11.** interact with social media executive to ensure proper usage of designed online marketing strategies

**GS12.** plan and prioritize work according to the work plan

**GS13.** finalize the design as per the project requirement

**GS14.** analyze the requirements of social networking sites to design proper strategy

**GS15.** ensure that organizations needs and requirements are assessed

**GS16.** ensure that the strategies are aligned with the needs of the sales function

**GS17.** critically analyse the response of their campaign and work for the improvement

**GS18.** handle unfavorable comparisons of the online marketing strategies with competitors products

**GS19.** ensure that the social media strategies are hurdle-free for the potential customer

**GS20.** ensure all arrangements and documentation are done on time

**GS21.** analyze the impact of various advertising elements on overall campaign performance

**GS22.** analyze unique social media tools that are required in the organization.

**GS23.** evaluate the information gathered from the employees to ensure effectiveness of social media strategies implemented

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Set-up the campaigns* | **14** | **21** | **-** | **-** |
| **PC1.** set-up the campaigns based on the defined social media marketing strategy | 5 | 5 | - | - |
| **PC2.** set the timelines and dates for getting each digital marketing campaign live based on the available resources | 4 | 6 | - | - |
| **PC3.** manage the social media strategy in line with overall organizations objectives and goals | 5 | 10 | - | - |
| *Delegate tasks to the team members* | **13** | **22** | **-** | **-** |
| **PC4.** identify the campaign requirements such as content, creatives, budget, landing pages etc. | 4 | 6 | - | - |
| **PC5.** delegate the campaign tasks to the team members along with set completion deadline | 5 | 10 | - | - |
| **PC6.** monitor the work progress, review the quality and give feedback to the team members | 4 | 6 | - | - |
| *Review the set-up of campaigns* | **13** | **17** | **-** | **-** |
| **PC7.** test and ensure the conversion tracking is set-up properly for each campaign | 5 | 5 | - | - |
| **PC8.** review the target audience, daily budget and scheduling of all the campaigns | 4 | 6 | - | - |
| **PC9.** review and ensure that the campaign budgets are set-up as per the plan | 4 | 6 | - | - |
| **NOS Total** | **40** | **60** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | MES/N0713 |
| **NOS Name** | Plan social media strategy |
| **Sector** | Media & Entertainment |
| **Sub-Sector** | Digital |
| **Occupation** | Marketing / Advertising Sales / Traffic |
| **NSQF Level** | 6 |
| **Credits** | TBD |
| **Version** | 1.0 |
| **Last Reviewed Date** | 24/02/2022 |
| **Next Review Date** | 23/02/2027 |
| **NSQC Clearance Date** | 24/02/2022 |

# MES/N0715: Prepare MIS and analytical report for social media

## Description

This OS unit is about creating the MIS and analytical reports for social media marketing campaigns

## Elements and Performance Criteria

*Generate Analytic weekly/monthly/ yearly report*

To be competent, the user/individual on the job must be able to:

**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*

To be competent, the user/individual on the job must be able to:

**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 (KU)

The individual on the job needs to know and understand:

**KU1.** organizational norms and policies relating to social media

**KU2.** content production process followed by the organization

**KU3.** organizational policies for constructing MIS reports, including the reports format and readability

**KU4.** how to organize the collected data

**KU5.** problems and issues which may impact the achievement of objectives and targets

**KU6.** campaign information required to carry out analysis

**KU7.** how to realize the expected output from the MIS reports through the information available

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** document the data provided by the social media advertising platforms

**GS2.** document the data provided by the web analytics tools

**GS3.** create the website traffic and conversion report

**GS4.** create and maintain social media activity related databases

**GS5.** read and understand instructions, policies, procedures and norms regarding MIS reportage

**GS6.** liaise with relevant departments to understand reporting requirements

**GS7.** plan and prioritize work according to the requirements

**GS8.** organize and interpret data in a detailed, organized manner, ensuring that no potential issues are overlooked

**GS9.** finalize the detailed analytical report

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Generate Analytic weekly/monthly/ yearly report* | **19** | **41** | **-** | **-** |
| **PC1.** audit the current social media approach | 3 | 7 | - | - |
| **PC2.** collect data and statistics (followers, clicks, retweets, favorites etc.) | 5 | 10 | - | - |
| **PC3.** mix metrics and qualitative analytical report to gauge the success of a product launch, marketing campaign, or event | 5 | 10 | - | - |
| **PC4.** prepare an explanatory piece of research | 3 | 7 | - | - |
| **PC5.** present information in an easy to understand format, that is acceptable to the organization | 3 | 7 | - | - |
| *Prepare MIS report* | **11** | **29** | **-** | **-** |
| **PC6.** prepare different types of reports expected by the management/ other internal functions | 3 | 7 | - | - |
| **PC7.** prepare and present information in the defined format to meet requirements | 2 | 8 | - | - |
| **PC8.** respond positively to feedback and changes in requirements | 3 | 7 | - | - |
| **PC9.** review the reports to identify key trends and other variances | 3 | 7 | - | - |
| **NOS Total** | **30** | **70** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | MES/N0715 |
| **NOS Name** | Prepare MIS and analytical report for social media |
| **Sector** | Media & Entertainment |
| **Sub-Sector** | Digital |
| **Occupation** | Marketing / Advertising Sales / Traffic |
| **NSQF Level** | 6 |
| **Credits** | TBD |
| **Version** | 1.0 |
| **Last Reviewed Date** | 24/02/2022 |
| **Next Review Date** | 23/02/2027 |
| **NSQC Clearance Date** | 24/02/2022 |

# MES/N0714: Prepare and manage the budget

## Description

This OS unit is about preparing and managing the social media budget

## Elements and Performance Criteria

*Estimating the cost of social media campaign and activities*

To be competent, the user/individual on the job must be able to:

**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*

To be competent, the user/individual on the job must be able to:

**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

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** the requirements to achieve the corresponding costs

**KU2.** online campaign expenses for previous years and reasons for variations between targets and actual organizational and professional code of ethics and standards of practice

**KU3.** safety, health policies and regulations for the work place

**KU4.** implementation, analysation, and optimisation of organic and paid social media marketing activities

**KU5.** tracking and analysis of performance metrics such as impressions, engagement, reach, conversion rates, cost per click etc.

**KU6.** development of copy and content for all social media marketing material

**KU7.** how to estimate the sales efforts that would be required to achieve the targets and determine the associated costs

**KU8.** how to update the campaign budgets based on campaign insights

**KU9.** how to split-test different advertisement creatives and copies to optimize campaigns performance

**KU10.** typical areas of overruns and how to build in adequate contingency into the budget

**KU11.** how to document any variances in the budget

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** prepare and document a online campaign/ activity budget (on Google sheet)

**GS2.** read/research the organizations prior budgets and requirements

**GS3.** undertake background research and collect information on expense items

**GS4.** discuss and agree on the online campaign/ activity budget with the financier

**GS5.** understand the brief from the financer and any constraints/ limitations on the budget

**GS6.** communicate the final budget to key decision makers, financiers and members of the accounts team

**GS7.** make relevant decisions related to social media activities required to achieve budget forecasts for the year

**GS8.** how to plan expenses and outflow of finances in a manner that is cost effective

**GS9.** how to track the online social media budget, ensure activities stay within the agreed budget and minimize overruns

**GS10.** how to ensure proper implementation of social media budget allotted

**GS11.** how to ensure that organizations needs and requirements are assessed

**GS12.** critically analyze the response of their campaign and work for the improvement

**GS13.** handle unfavorable comparisons of the online marketing campaigns of competitors with competitors budget strategy

**GS14.** how to assess the impact of selecting online social media activities and its impact on the budget requirements

**GS15.** how to analyse the budget for social media tools that are required in the organization

**GS16.** evaluate the data gathered from the paid online campaign for the effectiveness of online marketing strategies implemented

**GS17.** analyze unique social media tools that are required in the organization.

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Estimating the cost of social media campaign and activities* | **25** | **50** | **-** | **-** |
| **PC1.** determine the budget requirements to conduct the social media campaign including team salaries, tools, content development etc. | 10 | 15 | - | - |
| **PC2.** determine the sequence of activities in terms of their cost implications and expenses for each item | 5 | 20 | - | - |
| **PC3.** prepare online campaign budget (either using budgeting/ tabulation software or manually) with details on required expenses for each activity | 10 | 15 | - | - |
| *Monitoring the budget* | **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 | 10 | 15 | - | - |
| **NOS Total** | **35** | **65** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | MES/N0714 |
| **NOS Name** | Prepare and manage the budget |
| **Sector** | Media & Entertainment |
| **Sub-Sector** | Digital |
| **Occupation** | Marketing / Advertising Sales / Traffic |
| **NSQF Level** | 6 |
| **Credits** | TBD |
| **Version** | 1.0 |
| **Last Reviewed Date** | 24/02/2022 |
| **Next Review Date** | 23/02/2027 |
| **NSQC Clearance Date** | 24/02/2022 |

# MES/N0104: Maintain Workplace Health & Safety

## Description

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

## Elements and Performance Criteria

*Understanding the health, safety and security risks prevalent in the workplace*

To be competent, the user/individual on the job must be able to:

**PC1.** understand and comply with the organizations current health, safety and security policies and procedures

**PC2.** understand the safe working practices pertaining to own occupation

**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

**PC4.** participate in organization health and safety knowledge sessions and drills

*Knowing the people responsible for health and safety and the resources available*

To be competent, the user/individual on the job must be able to:

**PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency

**PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

*Identifying and reporting risks*

To be competent, the user/individual on the job must be able to:

**PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety

**PC8.** ensure own personal health and safety, and that of others in the workplace though precautionary measures

**PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person

**PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

*Complying with procedures in the event of an emergency*

To be competent, the user/individual on the job must be able to:

**PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard

**PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** Organizations norms and policies relating to health and safety

**KU2.** Government norms and policies regarding health and safety and related emergency procedures

**KU3.** Limits of authority while dealing with risks/ hazards

**KU4.** The importance of maintaining high standards of health and safety at a workplace

**KU5.** The different types of health and safety hazards in a workplace

**KU6.** Safe working practices for own job role

**KU7.** Evacuation procedures and other arrangements for handling risks

**KU8.** Names and contact numbers of people responsible for health and safety in a workplace

**KU9.** How to summon medical assistance and the emergency services, where necessary

**KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** how to write and provide feedback regarding health and safety to the concerned people

**GS2.** how to write and highlight potential risks or report a hazard to the concerned people

**GS3.** read instructions, policies, procedures and norms relating to health and safety

**GS4.** highlight potential risks and report hazards to the designated people

**GS5.** listen and communicate information with all anyone concerned or affected

**GS6.** make decisions on a suitable course of action or plan

**GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

**GS8.** apply problem solving approaches in different situations

**GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

**GS10.** apply balanced judgments in different situations

**GS11.** How to write and provide feedback regarding health and safety to the concerned people

**GS12.** How to write and highlight potential risks or report a hazard to the concerned people

**GS13.** Read instructions, policies, procedures and norms relating to health and safety

**GS14.** Highlight potential risks and report hazards to the designated people

**GS15.** Listen and communicate information with all anyone concerned or affected

**GS16.** Make decisions on a suitable course of action or plan

**GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

**GS18.** Apply problem solving approaches in different situations

**GS19.** build and maintain positive and effective relationships with colleges and customers

**GS20.** analyze data and activites

**GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

**GS22.** Apply balanced judgments in different situations

## Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| *Understanding the health, safety and security risks prevalent in the workplace* | **15** | **15** | **-** | **-** |
| **PC1.** understand and comply with the organizations current health, safety and security policies and procedures | 5 | 5 | - | - |
| **PC2.** understand the safe working practices pertaining to own occupation | 5 | 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 | 3 | 2 | - | - |
| **PC4.** participate in organization health and safety knowledge sessions and drills | 2 | 3 | - | - |
| *Knowing the people responsible for health and safety and the resources available* | **10** | **10** | **-** | **-** |
| **PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency | 5 | 5 | - | - |
| **PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms | 5 | 5 | - | - |
| *Identifying and reporting risks* | **18** | **17** | **-** | **-** |
| **PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety | 5 | 5 | - | - |
| **PC8.** ensure own personal health and safety, and that of others in the workplace though precautionary measures | 5 | 5 | - | - |
| **PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person | 3 | 2 | - | - |

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|---|---|---|---|
| **PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected | 5 | 5 | - | - |
| *Complying with procedures in the event of an emergency* | **7** | **8** | **-** | **-** |
| **PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard | 5 | 5 | - | - |
| **PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority | 2 | 3 | - | - |
| **NOS Total** | **50** | **50** | **-** | **-** |

## National Occupational Standards (NOS) Parameters

| | |
|---|---|
| **NOS Code** | MES/N0104 |
| **NOS Name** | Maintain Workplace Health & Safety |
| **Sector** | Media & Entertainment |
| **Sub-Sector** | Film, Television, Animation, Gaming, Radio, Advertising |
| **Occupation** | Ad sales/Account Management/Scheduling/Traffic |
| **NSQF Level** | 5 |
| **Credits** | TBD |
| **Version** | 1.0 |
| **Last Reviewed Date** | 30/12/2021 |
| **Next Review Date** | 27/01/2027 |
| **NSQC Clearance Date** | 27/01/2022 |

## Assessment Guidelines and Assessment Weightage

**Assessment Guidelines**

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ 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 these criteria.

6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

**Minimum Aggregate Passing % at QP Level : 70**

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

## Assessment Weightage

Compulsory NOS

| National Occupational Standards | Theory Marks | Practical Marks | Project Marks | Viva Marks | Total Marks | Weightage |
|---|---|---|---|---|---|---|
| MES/N0712.Develop social media strategy | 40 | 60 | - | - | 100 | 15 |
| MES/N0716.Manage a team | 35 | 65 | - | - | 100 | 15 |
| MES/N0713.Plan social media strategy | 40 | 60 | - | - | 100 | 20 |
| MES/N0715.Prepare MIS and analytical report for social media | 30 | 70 | - | - | 100 | 20 |
| MES/N0714.Prepare and manage the budget | 35 | 65 | - | - | 100 | 20 |
| MES/N0104.Maintain Workplace Health & Safety | 50 | 50 | - | - | 100 | 10 |
| **Total** | **230** | **370** | **-** | **-** | **600** | **100** |

## Acronyms

| NOS | National Occupational Standard(s) |
|-----|-----------------------------------|
| **NSQF** | National Skills Qualifications Framework |
| **QP** | Qualifications Pack |
| **TVET** | Technical and Vocational Education and Training |

## Glossary

| | |
|---|---|
| **Sector** | Sector is a conglomeration of different business operations having similar business 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. |
| **Occupation** | Occupation is a set of job roles, which perform similar/ related set of functions in an industry. |
| **Job role** | Job role defines a unique set of functions that together form a unique employment opportunity in an organisation. |
| **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 (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts. |
| **Performance Criteria (PC)** | Performance Criteria (PC) 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 (QP)** | QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications 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 a 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 quality of performance required. |
| **Knowledge and Understanding (KU)** | Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard. |

| | |
|---|---|
| **Organisational Context** | Organisational context includes the way the organisation 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 (GS)** | Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment 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. |
| **Electives** | Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives. |
| **Options** | Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options. |
| **VISUAL STYLE** | Visual style comprises the look or appearance of the production including the lighting, colours, shadows, sets, costumes, locations and the way they will be captured on screen. |
| **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. |
| **SHOOT SCHEDULE** | Shoot schedule is a listing of the sequences/shots that need to be captured on each shoot day |
| **MULTI CAMERA** | Multi-camera is a method of shooting where multiple cameras are used to simultaneously capture different views/images |
| **BUDGET** | Budget is an estimate of the total cost of production that may include a break-up of cost components |
| **TIMELINES** | Timelines is a listing of dates by which the production milestones/stages need to be completed |
| **CONTINUITY** | Continuity represents the seemless transition from one shot to another |
| **SCRIEPT** | Script is a structured narrative of a story |

| SCREENPLAY | Screenplay is the script coupled with key characteristics of the scene and directions for acting |
|---|---|
| POST-PRODUCTION | Post-production is the final finishing phase of the production, where the raw footage is edited, special effects are added, music and sound are integrated, colour correction is done etc. |
| COLOUR GRADING | Colour grading is the process of enhancing and correcting the colours of the final production |
| DIGITAL INTERMEDIATE | Digital intermediate is the process where a film is digitised and the colour and image characteristics are modified |
| RECCE | Recce is a detailed visual and technical assessment of the attributes and suitability of a particular location for the shoot, usually through a personal visit |
| GRIPS | Grips is the department that specialises in mounting the camera on to tripods, dollies, cranes and other platforms for shoots |
| JIB | Jib is a device used for the movement of camera and operates like a see-saw, with the camera at one end and the camera controls at the other |
| LENSES | Lenses are used to capture images and are attached on to the body of the camera |
| FILTERS | Filters are used to alter the properties of light entering the camera lens. They are also used to create a number of special effects |
| DOLLY | Dolly is a platform with wheels on which the camera can be mounted and moved around during the shoots |
| MAGAZINES | Magazines are compartments within a camera that are used to hold the film tape |
| CLAPPER BOARDS | Clapper board is a slate that has information pertaining to each shot, used as a guide to mark shots and aid matching image with sounds |
| FOCUS LENGTH | Focus length is the angle of view from the lens |
| FRAMING | Framing is how the artists, objects, sets, locations etc. are positioned within the camera view for a single shot |
| MASTER SHOT | Also known as a cover shot, this shot is a long sequence that establishes an overview and aids assembly of smaller, closer shots with details |