

## 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-Sales Coordinator (Media Org.)

**SECTOR:** MEDIA AND ENTERTAINMENT

**SUB-SECTOR:** Television, Print, Radio, Digital, Out-of-home

**OCCUPATION:** Ad Sales / Account Management/ Scheduling/ Traffic

**REFERENCE ID:** MES/ Q 0204

**ALIGNED TO:** NCO 2015-1221.0601

**Sales Coordinator (Media Organization) in the Media & Entertainment Industry is also known as a General Manager/ Manager/ Executive – Sales Operations**

**Brief Job Description:** Individuals at this job are responsible for back-end sales activities

**Personal Attributes:** This job requires the individual to enter details of sales transactions into the sales system/ software, generate invoices and manage collections on behalf of the company. The individual also prepares MIS reports for management on the quantity of inventory sold and sales value generated.

Job Details

<b>Qualifications Pack Code</b>	<b>MES/ Q 0204</b>		
<b>Job Role</b>	<b>Sales Coordinator (Media Organization)</b> This job role is applicable in both national and international scenarios		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>09/11/14</b>
<b>Sub-sector</b>	<b>Television, Print, Radio, Digital, Out-of-home</b>	<b>Last reviewed on</b>	<b>20/03/18</b>
<b>Occupation</b>	<b>Ad Sales / Account Management/ Scheduling/ Traffic</b>	<b>Next review date</b>	<b>20/03/20</b>
<b>NSQC Clearance on</b>	<b>28/09/2015</b>		

<b>Job Role</b>	<b>Sales Coordinator (Media Organization)</b>
<b>Role Description</b>	Back-end sales activities/ coordination
<b>NSQF level</b>	4
<b>Minimum Educational Qualifications</b>	Class XII
<b>Maximum Educational Qualifications</b>	Graduate
<b>Training</b> (Suggested but not mandatory)	Sales Operations
<b>Minimum Job Entry Age</b>	18 years
<b>Experience</b>	1-3 years
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES / N 0210 (Manage sales operations)</a></li> <li><a href="#">MES / N 0216 (Prepare MIS reports)</a></li> <li><a href="#">MES / N 0217 (Assist in collections)</a></li> <li><a href="#">MES / N 0104 (Maintain workplace health and safety)</a></li> </ol> <p><b>Optional:</b> N.A.</p>
<b>Performance Criteria</b>	As described in the relevant OS units

**Definitions**

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

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

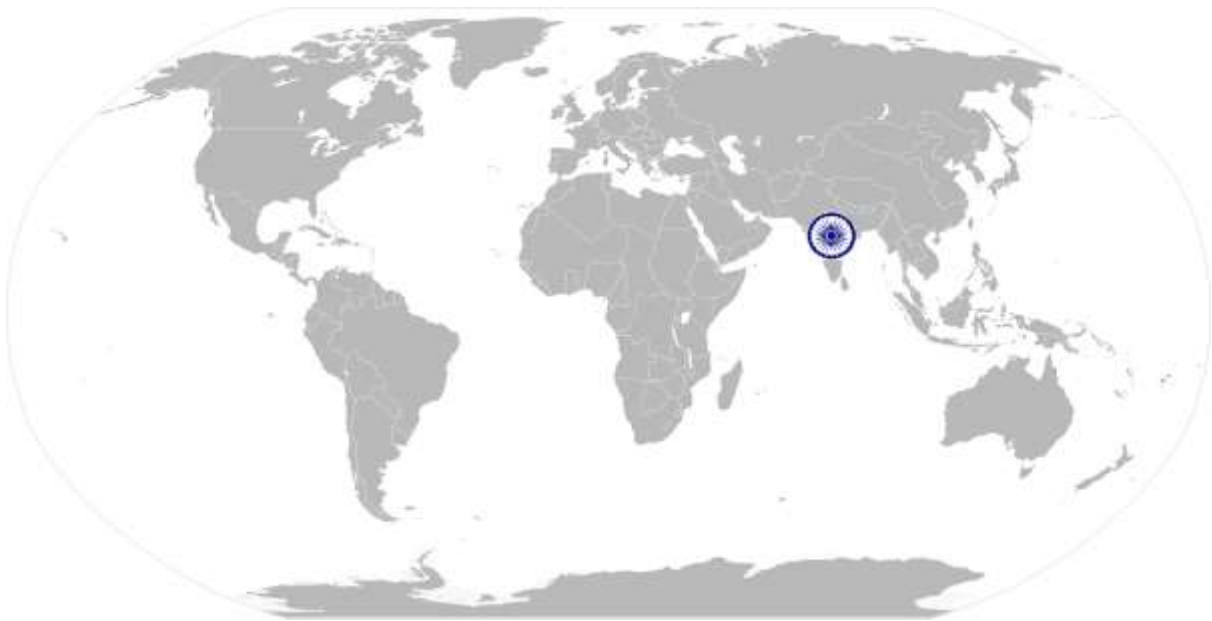
Acronyms

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



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# National Occupational Standard



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## Overview

**This unit is about managing sales operations including inventory and billing**

MES/ N 021

Manage sales operations

National Occupational Standard

<b>Unit Code</b>	MES/ N 0210
<b>Unit Title (Task)</b>	Manage sales operations
<b>Description</b>	This OS unit is about managing sales operations including inventory and billing
<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>Managing sales operations</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Managing sales operations	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. Understand details (inventory, rate, customer etc.) from the sales contracts</li> <li>PC2. Create an operations schedule, if appropriate</li> <li>PC3. Raise invoices and enter information into the sales system on the basis of inventory sold, creating and distributing site/inventory trackers as appropriate</li> <li>PC4. Prepare, check and generate Traffic Orders based on ROs received from clients/agencies</li> <li>PC5. Generate and maintain reports on debtors, competitors, lost clients etc, and forward these reports to relevant parties for follow-up</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (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"> <li>KA1. The total advertisement inventory available with the organization</li> <li>KA2. The sales process being followed by the organization and the key activities involved</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. The features and workings of the sales system and how to use it effectively</li> <li>KB2. How to calculate customer billings and prepare accurate invoices</li> <li>KB3. How to manage customer collections effectively</li> <li>KB4. How to generate relevant MIS reports that can be useful to management</li> <li>KB5. How to effectively use software (Microsoft Excel, SAP, Salesforce)</li> <li>KB6. Applicable legal and regulatory requirements</li> </ul>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA1. Input data accurately into the sales system</li> <li>SA2. Prepare accurate sales MIS reports in various cuts including metrics such as inventory sold, rate at which sold, average debtors etc.</li> </ul>

MES/ N 021

Manage sales operations

	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. Read inventory consumption reports (such as playout logs) to determine the quantity of inventory sold SA4. Read contracts to determine the value/rate at which the inventory is sold SA5. Read, monitor and analyse media (newspapers, hoardings etc) to generate leads for sales team members
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA6. Identify and network with potential clients through personal networks, recommendations from existing clients, cold calls, industry events SA7. Make contact and build rapport with identified potential clients SA8. Network with content production teams to identify opportunities for media integrations
<b>B. Professional Skills</b>	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB1. Raise invoices and manage billing and collections within the time-frame acceptable within the organization
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB2. Identify any problems associated with the successful execution of the task and undertake steps to mitigate them
	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to: SB3. make and justify decisions relating to the future sales strategy and consider the broader organisational implications SB4. determine sales direction within the limits of your authority
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB5. undertake analytical activities to develop sales activities SB6. undertake customer segmentation analysis to recognize key customer groups and segments to maximize sales success
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB7. assess financial implications of sales activities in the context of strategy and the most cost effective and beneficial methods SB8. create a sense of common purpose and direction while managing sales operations individually or with the team
<b>Customer Centricity</b>	
The user/individual on the job needs to know and understand how to: NA	

MES/ N 021

Manage sales operations

## NOS Version Control

<b>NOS Code</b>	MES / N 0210		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/14
<b>Sub-sector</b>	Television, Print, Radio, Digital, Out-of-home	<b>Last reviewed on</b>	20/03/18
<b>Occupation</b>	Ad Sales / Account Management / Scheduling / Traffic	<b>Next review date</b>	20/03/20



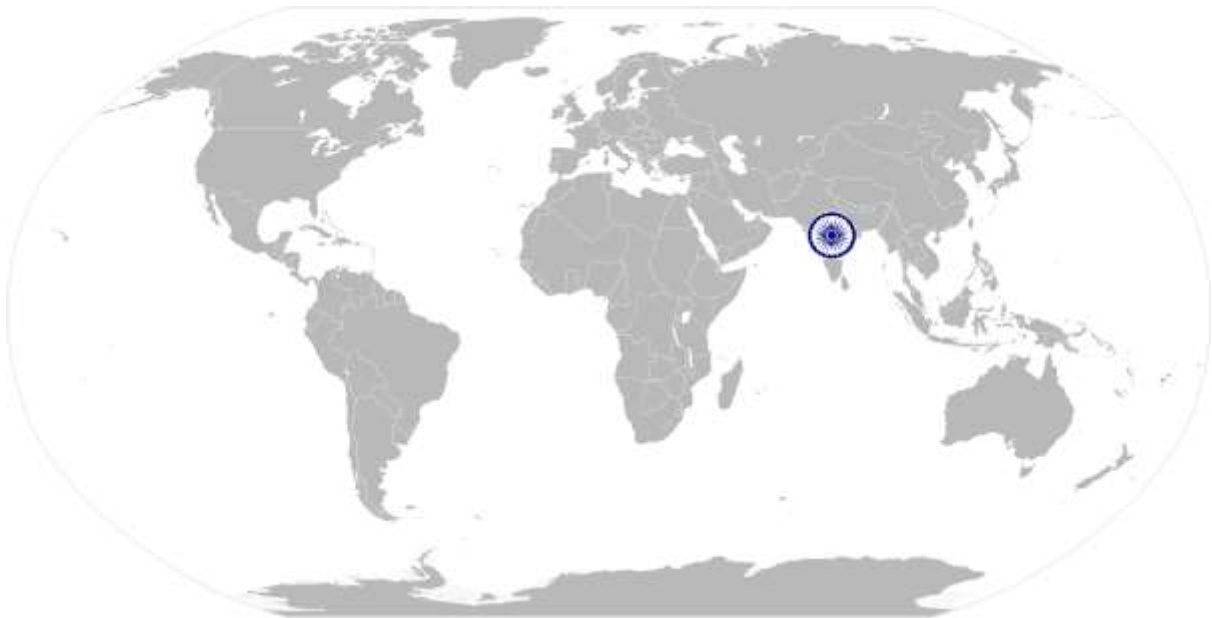


MES/ N 021

Prepare MIS reports

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# National Occupational Standard



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## Overview

This unit is about using data from functional systems and processes to prepare MIS reports based on the individual's job role

MES/ N 021

Prepare MIS reports

National Occupational Standard

<b>Unit Code</b>	MES/ N 0216
<b>Unit Title (Task)</b>	Prepare MIS reports
<b>Description</b>	This OS unit is about using data from functional systems and processes to prepare MIS reports based on the individual's job role
<b>Scope</b>	This unit/task covers: <ul style="list-style-type: none"> <li>Using data from functional systems and processes to draw insights for reporting</li> <li>Preparing MIS reports</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Using data from systems and processes to draw insights for reporting	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. Gather raw data from the various advertising systems used by the individual</li> <li>PC2. Interpret information by performing different analyses and draw suitable insights</li> <li>PC3. Present information in an easy to understand format, that is acceptable to the organisation</li> <li>PC4. Refresh information with latest data from time to time</li> </ul>
Preparing MIS reports	<ul style="list-style-type: none"> <li>PC5. Understand the different types of reports expected by the management/ other internal functions</li> <li>PC6. Prepare and present information in the defined format to meet requirements</li> <li>PC7. Respond positively to feedback and changes in requirements</li> <li>PC8. Continuously review the reports to identify key trends and other variances</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (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"> <li>KA1. Organizational norms and policies relating to advertising</li> <li>KA2. Organizational policies for constructing MIS reports, including the reports' format, readability, guidelines, the imperatives it must incorporate and the terms and conditions for serving different clients</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. Forecasts, objectives, targets and key performance indicators for the activities that are undertaken</li> <li>KB2. The problems and issues which may impact upon the achievement of objectives, targets and key performance indicators</li> <li>KB3. The information needed to be able to carry out analyses</li> <li>KB4. How to realise the expected output from the MIS reports through the information available</li> <li>KB5. How to interpret the information and draw suitable insights</li> <li>KB6. How to analyse information in different ways</li> </ul>

**MES/ N 021**

**Prepare MIS reports**

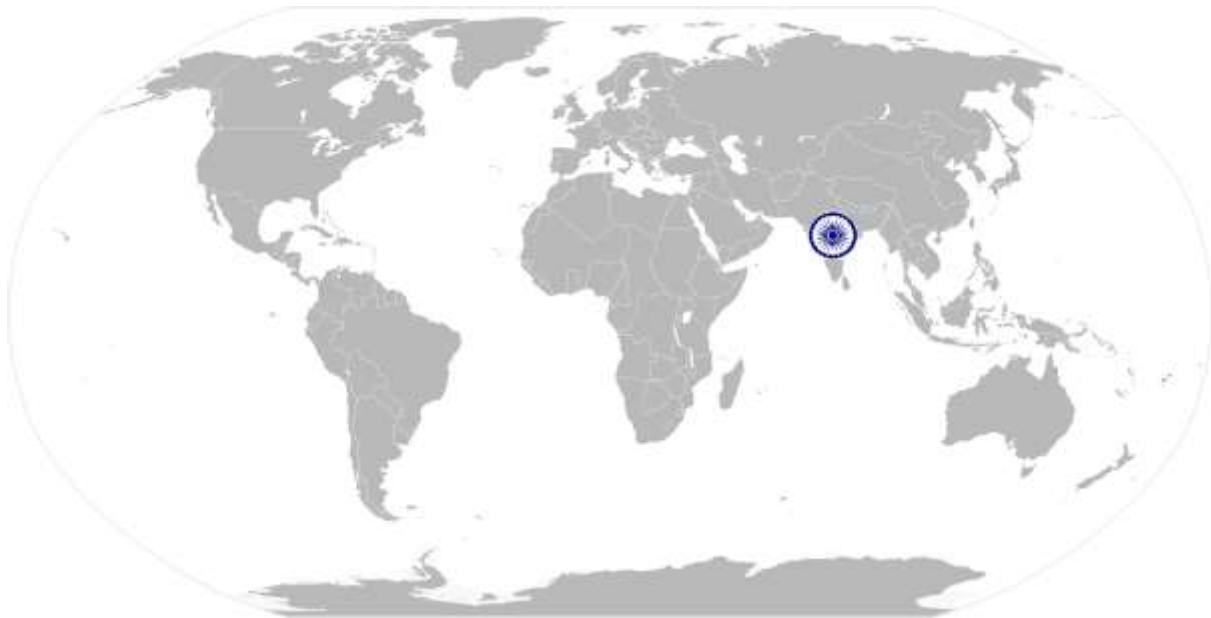
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to: SA1. Organize and store documentation SA2. Access information available through internal processes/ systems to draw insights SA3. Create and maintain advertising activity related databases
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA4. Read and understand instructions, policies, procedures and norms regarding MIS reportage
	<b>Oral Communication (Listening and Speaking skills)</b>
The user/individual on the job needs to know and understand how to: SA5. Liaise with relevant departments to understand reporting requirements	
<b>B. Professional Skills</b>	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB1. Organise and interpret data in a detailed, organized manner, ensuring that no potential issues are overlooked SB2. able to organize information efficiently and effectively.
	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to: SB3. make decisions for smooth & successful operation of businesses based on these reports
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB4. use these reports for analyzing different aspects of business
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB5. prepare MIS reports to support decision making/analysing the trend eg., market/product/competitor etc.,
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB6. make better plans and carefully organize business operations depending on these reports
<b>Customer Centricity</b>	
The user/individual on the job needs to know and understand how to: SB7. share relevant information through MIS	

MES/ N 021

Prepare MIS reports

## NOS Version Control

<b>NOS Code</b>	MES / N 0216		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/14
<b>Sub-sector</b>	Television, Print, Radio, Digital, Out-of-home	<b>Last reviewed on</b>	20/03/18
<b>Occupation</b>	Ad Sales / Account Management/ Scheduling/ Traffic	<b>Next review date</b>	20/03/20





MES/ N 0217

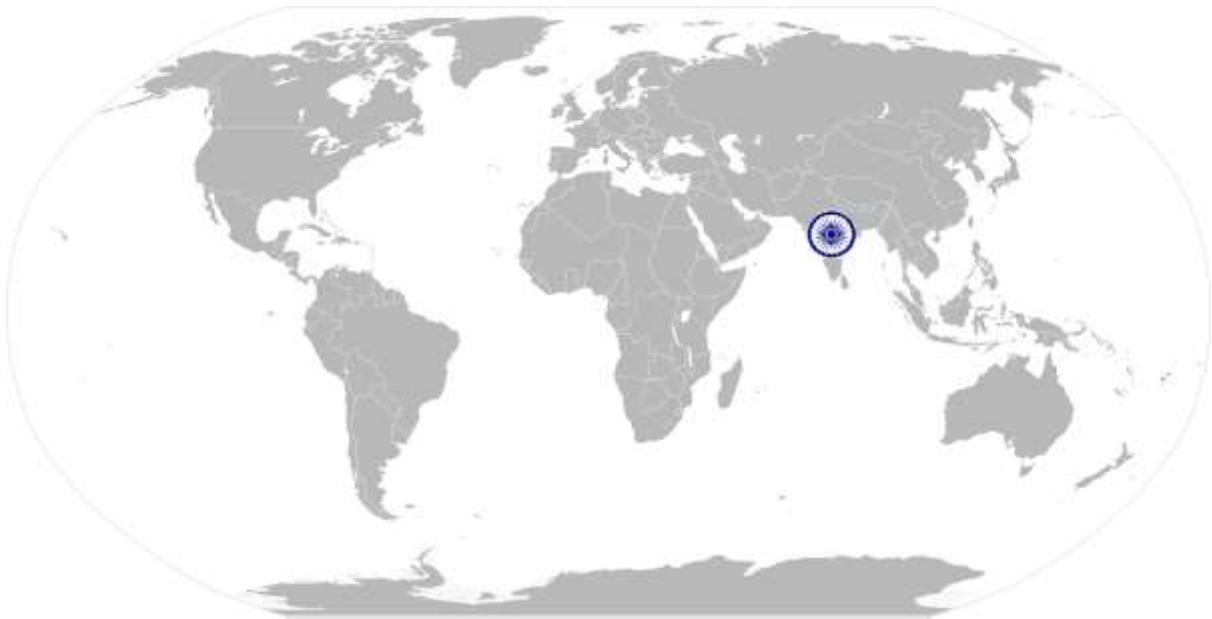
NOS  
National Occupational Standards

Assist in collections



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# National Occupational Standard



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## Overview

**This unit is about assisting the team with the collections relating to ad sales activities**



MES/ N 0217



Assist in collections

National Occupational Standard

<b>Unit Code</b>	MES/ N 0217
<b>Unit Title (Task)</b>	Assist in collections
<b>Description</b>	This OS unit is about assisting the team with the collections relating to ad sales activities
<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>Assisting the team with collections</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Assisting the team with collections	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. Understand details (inventory, rate, customer etc.) from the sales contracts</li> <li>PC2. Check Traffic Orders based on ROs received from clients/agencies, where appropriate</li> <li>PC3. Generate and maintain reports on billing and collections</li> <li>PC4. Assist sales team members in collections by preparing and dispatching reminders and reconciliation reports to agencies and clients</li> <li>PC5. Respond positively to feedback and changes in requirements</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (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"> <li>KA1. The total advertisement inventory available with the organization</li> <li>KA2. The sales process being followed by the organization</li> <li>KA3. The key activities involved in sales processes and collections</li> <li>KA4. Applicable legal and confidentiality guidelines, procedures and terms and conditions</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. The features and workings of the sales system and how to use it effectively</li> <li>KB2. How to calculate customer billings and prepare accurate invoices</li> <li>KB3. How to manage customer collections effectively</li> <li>KB4. How to generate relevant MIS reports that can be useful to management</li> <li>KB5. How to effectively use software (Microsoft Excel, SAP, Salesforce)</li> <li>KB6. Applicable legal and regulatory requirements</li> </ul>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA1. Input data accurately into the sales system</li> <li>SA2. Generate and maintain reports on billing and collections</li> </ul>
	<b>Reading Skills</b>
The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA3. Read inventory consumption reports (such as playout logs) to determine the quantity of inventory sold</li> <li>SA4. Read contracts to determine the value/rate at which the inventory is sold</li> </ul>	

MES/ N 0217

Assist in collections

	SA5. Read, monitor and analyze media (newspapers, hoardings etc.) to generate leads for sales team members
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA6. Liaise with relevant departments to clearly understand sales processes and collection procedures
<b>B. Professional Skills</b>	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB1. Raise invoices and manage billing and collections within the time-frame acceptable within the organization SB2. Use relevant IT systems available in an organization related to sales collections SB3. complete the documents, contracts and records required by the organisation relating to the collections
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB4. Identify any problems associated with successful collections and undertake steps to mitigate them, or raise concerns to appropriate personnel
	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: SB5. make decisions to report to relevant people with the reasons when orders cannot be processed
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB6. ensure that clients' requirements are passed on promptly to those responsible for fulfilling them
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to: N.A
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to: N.A

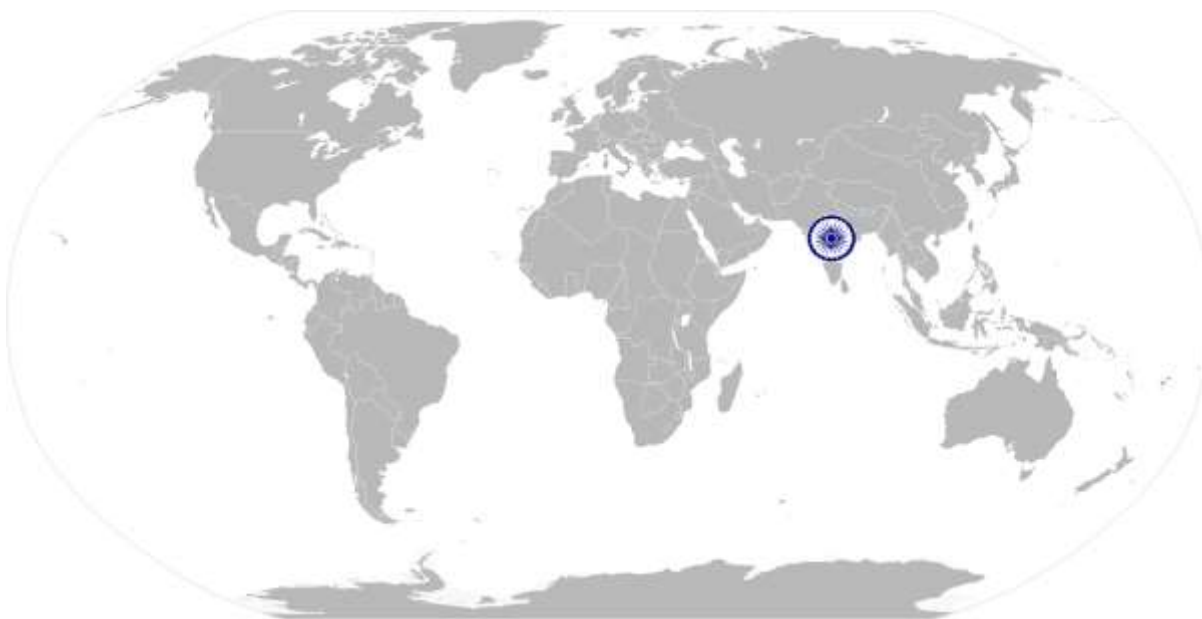


MES/ N 0217

Assist in collections

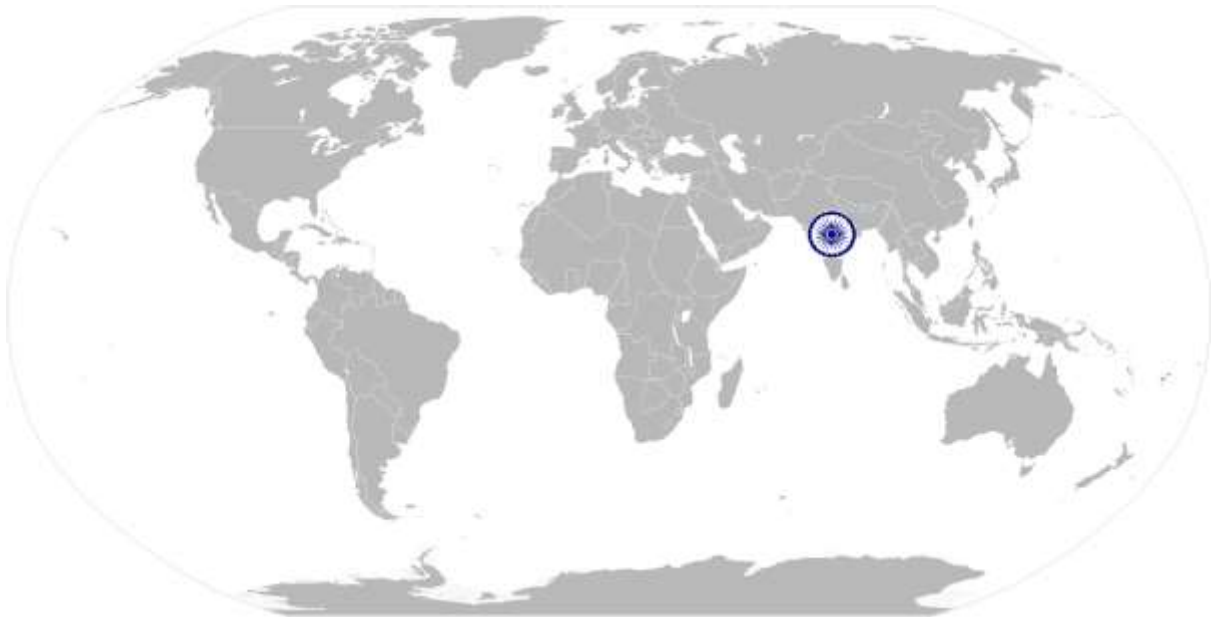
### NOS Version Control

<b>NOS Code</b>	MES / N 0217		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/14
<b>Sub-sector</b>	Television, Print, Radio, Digital, Out-of-home	<b>Last reviewed on</b>	20/03/18
<b>Occupation</b>	Ad Sales / Account Management/ Scheduling/ Traffic	<b>Next review date</b>	20/03/20





# National Occupational Standard



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## Overview

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

MES/ N 0218

Maintain workplace health and safety

National Occupational Standard

<b>Unit Code</b>	MES/ N 0218
<b>Unit Title (Task)</b>	Maintain workplace health and safety
<b>Description</b>	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Understanding the health, safety and security risks prevalent in the workplace</li> <li>Knowing the people responsible for health and safety and the resources available</li> <li>Identifying and reporting risks</li> <li>Complying with procedures in the event of an emergency</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Understanding the health, safety and security risks prevalent in the workplace	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand and comply with the organization's current health, safety and security policies and procedures</p> <p>PC2. Understand the safe working practices pertaining to own occupation</p> <p>PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises</p> <p>PC4. Participate in organization health and safety knowledge sessions and drills</p>
Knowing the people responsible for health and safety and the resources available	<p>PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
Identifying and reporting risks	<p>PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures</p> <p>PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected</p>
Complying with procedures in the event of an emergency	<p>PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard</p> <p>PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its	<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>

MES/ N 0218

Maintain workplace health and safety

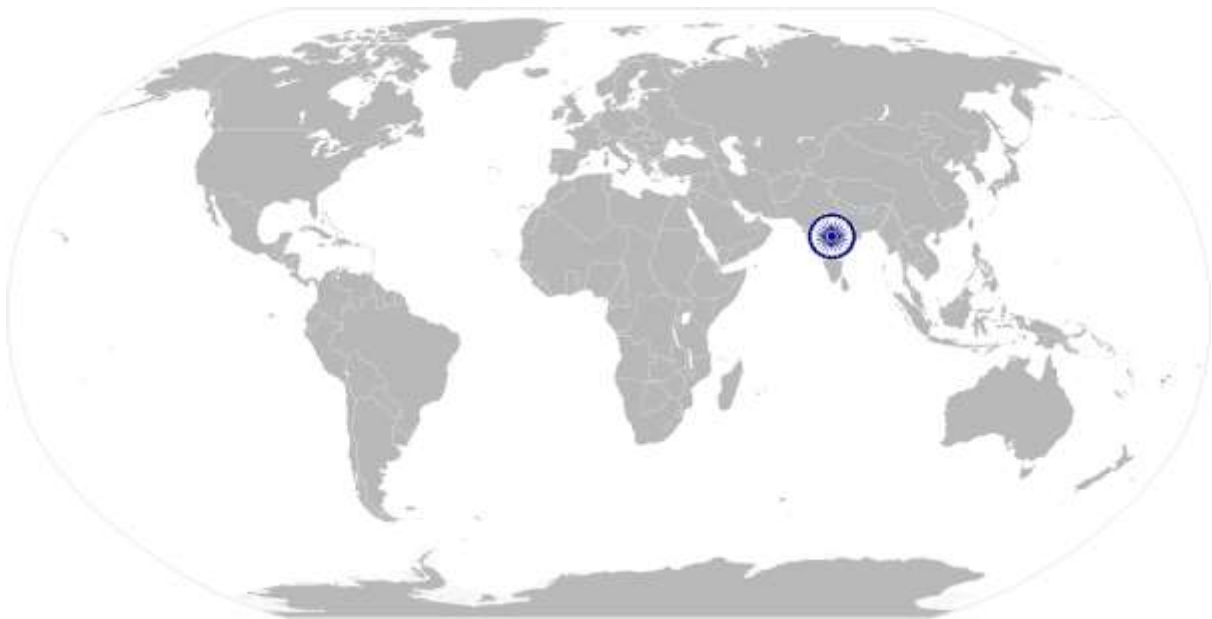
processes)	KA4. The importance of maintaining high standards of health and safety at a workplace
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <p>KB4. Names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. How to summon medical assistance and the emergency services, where necessary</p> <p>KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipment, systems and/or machines</p>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA1. How to write and provide feedback regarding health and safety to the concerned people
	SA2. How to write and highlight potential risks or report a hazard to the concerned people
	<b>Reading Skills</b>
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	
<b>Oral Communication (Listening and Speaking skills)</b>	
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 anyone concerned or affected	
<b>B. Professional Skills</b>	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to:
	SB1. Make decisions on a suitable course of action or plan
	<b>Plan and Organize</b>
	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
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to:
	SB3. Apply problem solving approaches in different situations
<b>Critical Thinking</b>	
The user/individual on the job needs to know and understand how to:	
SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority	
SB5. Apply balanced judgments in different situations	
<b>Customer Centricity</b>	
The user/individual on the job needs to know and understand how to:	
SB6. build and maintain positive and effective relationships with colleges and customers	

MES/ N 0218

Maintain workplace health and safety

## NOS Version Control

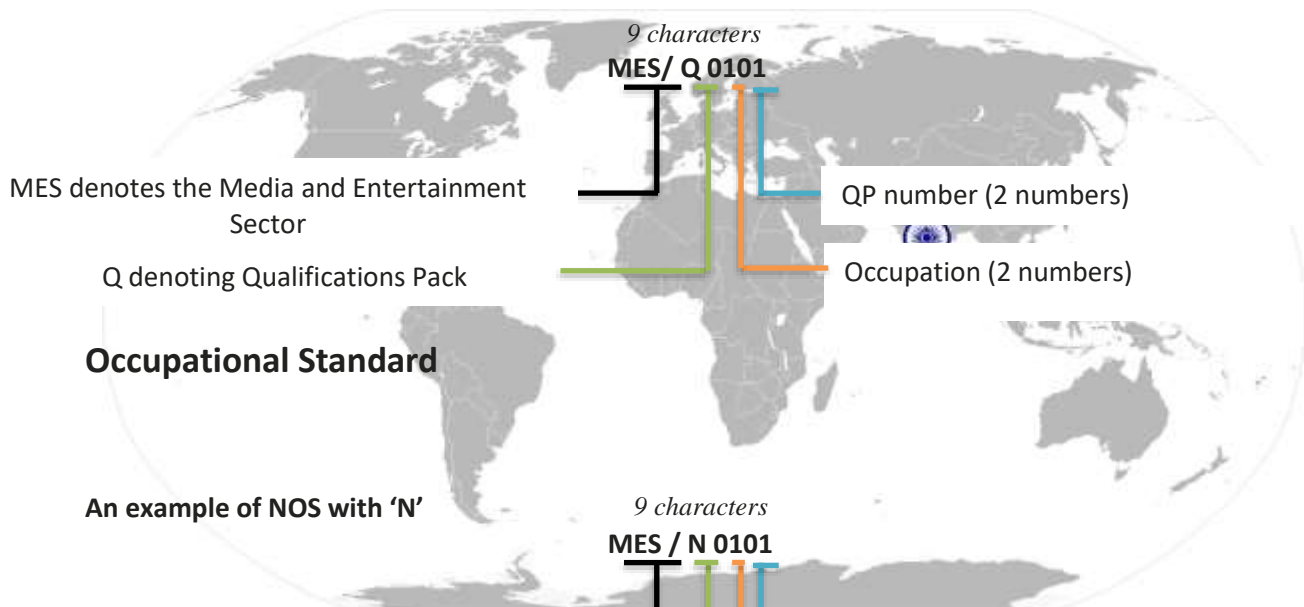
<b>NOS Code</b>	MES / N 0218		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	09/11/14
<b>Sub-sector</b>	Television, Print, Radio, Digital, Out-of-home	<b>Last reviewed on</b>	20/03/18
<b>Occupation</b>	Ad Sales / Account Management/ Scheduling/ Traffic	<b>Next review date</b>	20/03/20



## Annexure

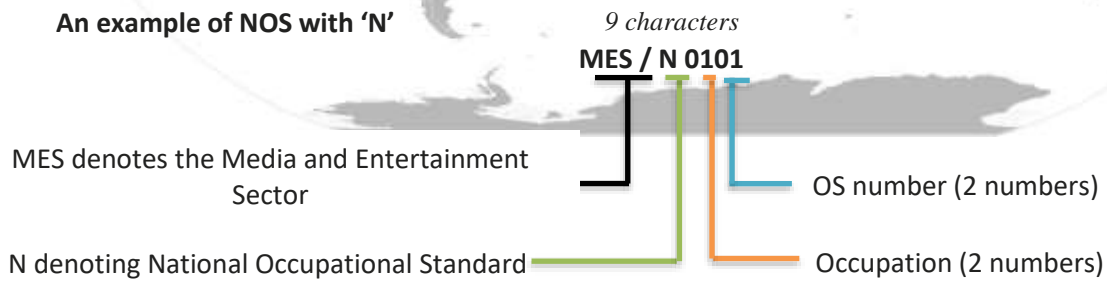
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

##### An example of NOS with 'N'



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

Sub-sector	Range of Occupation numbers
...	...

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Ad Sales / Account Management/ Scheduling/ Traffic	02
Next two numbers	Sales Coordinator (Media Organization)	04

### **CRITERIA FOR ASSESSMENT OF TRAINEES**

**Job Role:** Sales Coordinator (Media Organization)

**Qualification Pack:** MES Q 0204

**Sector Skill Council:** Media and Entertainment Skills Council

	NOS	NOS NAME	Weightage
1	MES / N 0210	(Manage sales operations)	30%
2	MES / N 0216	(Prepare MIS reports)	30%
3	MES / N 0217	(Assist in collections)	30%
4	MES / N 0104	(Maintain workplace health and safety)	10%
			100%

#### **Guidelines for Assessment:**

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

Assessment Outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
<b>MES/ N 0210 (Manage sales operations)</b>	PC1.Understand details (inventory, rate, customer etc.) from the sales contracts	100	20	10	50
	PC2.Create an operations schedule, if appropriate		20	10	
	PC3.Raise invoices and enter information into the sales system on the basis of inventory sold, creating and distributing site/inventory trackers as appropriate		20	10	
	PC4.Prepare, check and generate Traffic Orders based on ROs received from clients/agencies		20	10	
	PC5.Generate and maintain reports on debtors, competitors, lost clients etc., and forward these reports to relevant parties for follow-up		20	10	
	Total	100	50	50	
Assessment Outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
<b>MES/ N 0216 (Prepare MIS reports)</b>	PC1.Gather raw data from the various advertising systems used by the individual	100	15	10	50
	PC2.Interpret information by performing different analyses and draw suitable insights		15	5	
	PC3.Present information in an easy to understand format, that is acceptable to the organization		10	5	
	PC4.Refresh information with latest data from time to time		10	5	
	PC5.Understand the different types of reports expected by the management/ other internal functions		10	5	
	PC6.Prepare and present information in the defined format to meet requirements		15	10	
	PC7.Respond positively to feedback and changes in requirements		10	5	
	PC8.Continuously review the reports to identify key trends and other variances		15	5	
	Total	100	50	50	
Assessment Outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
<b>MES/ N 0217 (Assist in collections)</b>	PC1.Understand details (inventory, rate, customer etc.) from the sales contracts	100	20	10	50
	PC2.Check Traffic Orders based on ROs received from clients/agencies, where appropriate		20	10	
	PC3.Generate and maintain reports on billing and collections		20	10	
	PC4.Assist sales team members in collections by preparing and dispatching reminders and reconciliation reports to agencies and clients		20	10	



	PC5. Respond positively to feedback and changes in requirements		20	10	
		Total	100	50	50

Assessment outcomes	Assessment criteria for outcomes	Marks Allocation			
		Total mark	Out of	Theory	Skills Practical
<b>MES/ N 0104 (Maintain workplace health and safety Description)</b>	PC1. Understand and comply with the organisation's current health, safety and security policies and procedures	100	10	5	50
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
	Total	100	50	50	